

Advertising Age

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Hearing in Duane Jones Lawsuit Centers on Offers to Buy Agency

**Sensational Evidence
Continues; 16 Witnesses
Will Be Heard Next Week**

(A day-by-day report on the testimony in the Duane Jones lawsuit last week begins on Page 2.)

NEW YORK, Oct. 17—Testimony in the \$2,000,000 Duane Jones lawsuit against his former employer continued this week to be complicated and sensational.

Testimony that began Oct. 9 before Justice Dennis O'Leary Cohalan and a New York supreme court jury (AA, Oct. 13) continued throughout the week and will resume next Monday. Still to come are some 16 witnesses.

Most of the testimony this week concerned the negotiations between Mr. Jones and his key executives last year to arrange for sale of the Duane Jones Co. to the employees. The negotiations failed, the key executives set up their own agency, taking several Jones accounts, and that led to Mr. Jones' suit. He asks \$1,500,000 for their alleged "conspiracy" to destroy his agency business and \$500,000 because he says the defendants



DUANE JONES on witness stand. (Sketch by artist Larry Darrow.)

"unlawfully enticed away from the plaintiff a large number of his employees."

■ Attention of the advertising agency business has been riveted on the suit because it may settle for all time the rights of an agency head and whether account men

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MBS Follows Suit; Evening Rate Cuts Set for January 1

NEW YORK, Oct. 17—Mutual Broadcasting System, to nobody's surprise, will follow its three competitors in cutting nighttime radio rates about 25%.

Unlike the already effective reductions of the other three major AM networks, which slashed evening time costs equally for all stations across the country, Mutual's cut will not affect affiliates in non-TV areas as much as those with video competition. And unlike CBS, NBC and ABC—in that order—which rushed their reductions through to attract final quarter advertisers this year, Mutual will not lower the price line until Jan. 1 at least. (See story on WGN on Page 3.)

The "at least" hinges on prompt approval by 564 stations. The Mutual Affiliates Advisory Committee, headed by John Cleghorn, general manager of WHBQ, Memphis, endorsed the plan at its regular meeting here. William H. Fineschreiber Jr., executive v.p. for MBS, briefed station men on the details of the proposal in a closed circuit conference Wednesday (Oct. 15).

■ Following the path charted by Columbia and followed by NBC and ABC, Mutual will cut cost to the advertiser by raising nighttime discounts rather than lowering the basic hourly rates—a phrase with an unpleasant connotation for station operators.

Morning rates will be increased approximately 5% in all areas for new advertisers. Last year's 10% reduction in afternoon time costs

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NARTB, 4 A's Evolve Spot TV Contract Form

NEW YORK, Oct. 17—After two years of joint effort by the National Assn. of Radio & Television Broadcasters and the American Assn. of Advertising Agencies, a standard contract form for spot telecasting has been evolved.

The general arrangement and fundamental provision of the contract are based on its radio predecessor. However, there are some innovations. Among them:

1. Termination—"Contracts for programs of five minutes and up are non-cancellable for the first 13-week cycle, but may be cancelled by the station or agency on 28 days notice thereafter. Telecasts of less than five minutes duration are non-cancellable for the first four weeks, after which cancellation by either party requires a 14-day written notice."

2. Inability to telecast—"If only the aural or the visual portion of the signal is interrupted, the amount of adjustment to the agency is subject to negotiation. If both the aural and visual signals are interrupted, pro-rata reductions, credits or make-good telecasts are in order."

3. Substitution of programs—"If the station substitutes a sponsored program of public interest for the scheduled program, the station is liable for the agency's non-cancellable live talent costs for a live program and the reasonable allocated or print or rental cost

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The Great Market of the West

In this issue, beginning on Page 59, ADVERTISING AGE turns the spotlight on the western part of the U. S., presenting an exhaustive report for marketers on the importance of the area, as a whole and for each of its parts.

More than 50 pages are devoted to analyses of the 11 western states, their key counties and cities, and the patterns of living of their people. The material is presented from the standpoint of the advertiser, to help him understand the special circumstances of this colossal market.

The Tussle of the Tissues . . .

Doeskin Wages Fair Trade Battle Against Giant Competitor Kleenex

By Lawrence Bernard

Lever Bros. Ads Say Chlorodent Is Gingivitis Killer

NEW YORK, Oct. 16—Lever Bros. Co. has launched a large-scale newspaper campaign for Chlorodent based on the results of a nine-month research study just completed in Boys Town, Neb.

Page ads running in 110 newspapers are headlined: "How Chlorodent—in 60 days—improved the unhealthy mouths of 158 children from underprivileged homes." Editorial-type copy goes on to say, "...first scientific group study of its kind on acute gingivitis proves that simply brushing teeth with Chlorodent chlorophyll toothpaste brought striking reduction in the number of cases with moderate, severe and very severe gingivitis. Chlorodent more than twice as effective as a white toothpaste." The ad continues:

■ "This is why Lever Bros. unconditionally guarantees that Chlorodent does more for you than any other dentifrice—white, ammoniated or chlorophyll—to give you a clean, fresh, healthy mouth."

Results of the study are being published in the October issue of the *Journal of Periodontology*, national publication of the American Academy of Periodontology. J. Walter Thompson Co. is the Chlorodent agency.

NEW YORK, Oct. 16—Almost three months ago today, when President Truman astounded Congress and the business world by signing the McGuire fair trade bill instead of vetoing it, he little dreamed what this would do to the cleansing tissue business.

Doeskin Products Co., claimant to the No. 3 spot in the \$120,000,000 industry, had already launched its own little fair trade war by then. The presidential okay meant full speed ahead for Doeskin, and the company has been pummeling away ever since, sights aimed at more sales at the expense of the tissue Goliath, Kleenex.

Innocently enough, it all began last spring when International Cellucotton Products Co. announced a "Kleenex Carnival." Instead of selling a 300-sheet box for the fair-traded 28¢ price, dealers were asked to sell three boxes for 69¢.

■ This was all right, if it went just that far, but the trouble started when Kleenex made its dealers a special offer.

Under the deal and the multiple package price, dealers were getting \$2.40 less in returns per case of Kleenex. To alleviate this, Kleenex offered the dealer a rebate of 70¢ per case on orders of 10 cases or more, but it still left him with a net loss of \$1.70 in profit.

Always a strict fair trader, Doeskin seized the opportunity to ask

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Last Minute News Flashes

Biggest Drive Set for New Dodge Line

DETROIT, Oct. 17—The biggest introductory campaign ever staged for a new Dodge line will move into high gear next week. Announcement ads, preceded by a teaser buildup, will run in 3,500 newspapers—in color where available. An 11-day saturation radio-TV spot campaign breaks Oct. 20—coast to coast for radio and all TV markets. Spreads and full pages for the 1952 cars will appear in *The American Weekly*, *This Week Magazine*, *Parade* and the Metropolitan Group. Color copy will run in 46 magazines, with outdoor space being used extensively. Grant Advertising is the agency.

Grace Acquires 95% of Foster & Kleiser Stock

NEW YORK, Oct. 17—W. R. Grace & Co. has acquired 95% of the common stock of Foster & Kleiser, San Francisco, second largest U. S. outdoor advertising company, at a cost of \$7,500,000. Grace exercised option taken earlier this year (AA, Aug. 18). L. H. Odell, Grace v.p. on the Pacific Coast, becomes board chairman of Foster & Kleiser, and several Grace officers and appointees will go on the new board. F&K officers and directors who will continue in office include: G. B. Haynes, president; D. R. McNeill Jr., executive v.p.; N. M. McCreedy, v.p. of sales; G. E. Mach, treasurer, and G. F. Barry, secretary.

(Additional News Flashes on Page 135)

McCann Opens Toronto Office for Its Accounts

TORONTO, Oct. 16—McCann-Erickson is expected to open a Canadian office here about Dec. 1, in the new Manufacturers Life Bldg., 200 Bloor East.

The office, 17th outside the U. S. for McCann (it has 27 in all), will be under the general supervision of William Breen, as acting manager. Mr. Breen was a v.p. of the agency in New York was a group head, and joined McCann 18 months ago from Sherman & Marquette, where he worked on Colgate-Palmolive-Peet.

Cockfield, Brown & Co. and McCann-Erickson have had a working arrangement, under which Cockfield, Brown has handled Canadian advertising for many McCann clients—such as Shadow Wave—and McCann has handled Cockfield, Brown clients in the states, including Canadian National

(Continued on Page 4)

Morton Freund Will Close Agency, Join Lawrence Gumbinner

NEW YORK, Oct. 16—Morton C. Freund Advertising, 20-year old agency specializing in apparel and textile advertising, will close its shutters by Jan. 1.

Agency President Morton Freund will join Lawrence C. Gumbinner Advertising as executive v.p., along with several accounts and key personnel. This confirms a report published in AA last week.

Freund V. P. Hiram Ashe told AA that he controls approximately 50% of the Freund agency accounts and billings, and will not make the move. He expects to announce his plans in a few weeks. He joined Freund a year and a half ago, after closing his own agency, Hiram Ashe Advertising.

Mr. Freund has had a close relationship with Gumbinner executives for many years. He explained his move with: "It was inevitable that, in support of a wider scope of operation and to broaden the services I could render our accounts, I should turn to the agency of my friends."

■ V. P. Muriel C. Hahn and Art Director Hershel Bramson are also joining Gumbinner as fashion coordinator and account executive, and art director.

Accounts accompanying Mr. Freund include Timely Clothes Inc., Lampl Fashions Inc., London Character Shoe Corp. and Kolmer-Marcus Inc. Others will be named at a later date.

Among the Gumbinner clients are American Tobacco Co. (Roi-Tan cigars); G. F. Heublein & Bro. (Smirnoff vodka, Bell's Scotch whisky); Parfums Ciro Inc.; S. A. Schonbrunn & Co. (Savarin coffee); Q-Tips Inc.; Chap Stick Co.; Alfred Dunhill of London Inc. (Denicotote), and Lewal Industries (Instant-Dip).

Testimony in the Duane Jones Case

Because of the important legal points involving agency-client relationships in Duane Jones' \$2,000,000 lawsuit against nine former employees, plus the number of important admen involved and sensational charges made, AA this week reports most of the pertinent testimony given at the hearing in the past week. (For a summary of the hearing, see story on Page 1.) The Oct. 13 issue of AA reported the opening testimony by Mr. Jones; below is the succeeding testimony since the afternoon of Oct. 10. AA's reporter at the trial was James V. O'Gara.

JONES DENIES SALARY WAS INCREASED AGAIN

NEW YORK, Oct. 14—When Neil Cullom, attorney for Scheideler, Beck & Werner, resumed his cross-examination of Duane Jones after the lunch recess last Friday, he almost immediately returned to the topic of Mr. Jones' salary in the months following the latter's loss of the Babbitt, Norge and American Home Products accounts (AA, Oct. 13).

Earlier that day, Mr. Jones had testified that he cut all salaries, including his own and those of the defendants. He said his salary was dropped from \$100,000 a year to \$65,000 and he denied that it subsequently went back to the higher figure.

Now, Mr. Cullom produced Duane Jones Co. records which he said showed that Mr. Jones' salary was raised back to \$100,000 from \$85,000 on Oct. 4, 1949, and that the increase was retroactive to July 1 of that year.

Mr. Jones said "I have no recollection" of this.

Mr. Cullom asked if Mr. Jones had met with Frank Burke, v.p. of Manhattan Soap, about July 10, 1951, and if he had then characterized the nine defendants as "thieves and burglars." Mr. Jones replied in the affirmative.

Asked if he had referred to them as "thieving bastards," Mr. Jones said he never used that kind of language in the presence of Mr. Burke.

Mr. Burke, he said, had told him, "I agree that the boys have gone about this in the wrong way." Under questioning, the witness said he thought, at this time, that Mr. Burke was trying to help all concerned reach an agreement.

Asked if, in an Aug. 1, 1951, meeting with Mr. Burke and Mr. Scheideler, he had discussed possible terms of an agreement, Mr. Jones agreed that the following terms, itemized by Mr. Cullom, had been discussed:

■ The nine defendants would pay Mr. Jones \$700,000 over a period of five years. Also, Jones would get one-half of 1% of the commissions for a further period of five years. Also, the nine would put up \$125,000 as evidence of good faith and would set up a sinking fund to secure the annual payments to Mr. Jones. Furthermore, the latter would have the right to inspect the books each month and there would be no restriction

against his engaging in a competing enterprise.

Mr. Jones was apparently nettled at Mr. Cullom for terming all this a "proposal." He insisted it was not a proposal, but only a "discussion," since only Burke and Scheideler were present at the meeting and Mr. Scheideler still "had to get an okay" from the eight other defendants.

Mr. Jones then loudly told the attorney that he had twice said it was not a "proposal" and only a "discussion," and added, "If you don't raise your voice, I won't raise mine."

Justice Cohalan called for order and declared a recess till Tuesday, Oct. 14.

PAID BABBITT EXEC, JONES TELLS COURT

NEW YORK, Oct. 14—On the stand for the third day in his \$2,000,000 "conspiracy" suit against Joseph Scheideler and 11 others, Duane Jones told a New York supreme court jury that:

1. He paid "finder's fees" a dozen times to L. J. Gumpert, then sales manager of B. T. Babbitt Inc., when his agency was handling Bab-O.

2. He sent a finder's fee check to the wife of James Leigh of Grove Laboratories, a client.

3. His two sisters, Marcia and Beth, got \$400 a month from his agency in payment for "premium ideas."

4. His brother, Alfred, got "an average" of \$5,000 a year to run the agency man's Connecticut chicken farm and entertain his clients.

■ Under further cross-examination, Mr. Jones:

1. Said he "can't recall" whether he withdrew \$37,500 of the Duane Jones Co. funds between January and July, 1951.

2. Said he "don't know" if certain of his living expenses were charged to or paid by the Jones company, nor if such expenses were over and above the \$400 a week expense account he said earlier the agency gave him.

3. Said he had no recollection whether the Jones company paid for a \$1,500 western trip said to have been made by his wife in July, 1949.

Mr. Jones told the court that Mr. Gumpert got finder's fees ranging between \$500 and \$1,000 a month in 1948. There was no testimony on how many times the

alleged payments were made. He declared that Mr. Gumpert never received a salary from him.

■ Mr. Jones said further that he did not inform the Babbitt owners that he was paying fees to Mr. Gumpert. During this testimony, both Mr. Jones and defense counsel, Neil Cullom, who was conducting the cross-examination, raised their voices considerably above their normal levels. Justice Cohalan stepped in and halted what he described as "a personal altercation."

When questioning was resumed, Mr. Jones testified that he paid fees to Mr. Gumpert on "two or three" occasions after his agency lost the Bab-O account.

Mr. Jones said his sisters got \$400 a month and expenses, with payments going to them as E. J. Smith Associates. He declared that Beth Jones is Mrs. E. J. Smith. He said that, during the first half of 1951, the sisters submitted half a dozen or more "premium ideas," two or three of which were used by the Jones company on its accounts.

■ As for his brother, Alfred, Duane Jones denied the former got \$8,000



Justice Dennis Cohalan

in 1949 and again in 1950 and \$7,500 in 1951.

"His average income was about \$5,000 a year," he said. Subsequently, he said, the money was paid to him "to take care of my chicken farm and entertain clients."

Mr. Cullom asked if Alfred Jones had any advertising experience. No, said Mr. Jones, "but he helped me sell several accounts." Under further questioning, Mr. Jones told the court that Alfred was a teetotaler, and in entertaining clients it was he, Duane Jones, who "did all the heavy stuff... the heavy drinking."

This last testimony, given with a grin, was greeted with an outburst of laughter from nearly everyone in the courtroom. Mr. Jones joined in.

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Vip's HAIR TYPES



VIP SERIES—The first in a series of cartoon ads by Virgil Partch for Fitch Ideal hair tonic.

Cartoons by Partch Featured in Fitch Hair Tonic Series

ST. LOUIS, Oct. 14—VIP, trademark of Cartoonist Virgil Partch, appears under the first of a new series of ads for Grove Laboratories' "new" Fitch Ideal hair tonic this month.

Entitled "VIP's Hair Types," each cartoon in the series depicts, fast and funny, a common foible of hair care and prescribes the Ideal method of taking care of it. Fitch Ideal hair tonic, the copy adds, is the "greatest grooming discovery since the comb."

The VIP campaign is Grove's first all-out drive to promote the new hair tonic formula, which was introduced early this year. At the same time, the hair tonic emerged in a new package although the familiar Fitch bottle was retained.

Magazines on the schedule for the drive include *American Legion Magazine*, *Argosy*, *Front Page Detective*, *Inside Detective*, *Popular Science*, *Saga*, *True* and *True Detective*.

Gardner Advertising Co. handles the Fitch business.

Milwaukee Agency Opens Branches in New York, L. A.

MILWAUKEE, Oct. 14—Don't look now, but spunky little David has just snapped his fingers at Goliath.

Milwaukee's Mathison & Associates—which handles the Miller Brewing Co. account and others—announced this week it is opening branch offices in New York and Los Angeles, quite a twist on the usual procedure.

C. A. Mathison, the agency's president, explained: "Our radio and television billing, the largest of any Milwaukee agency, has reached the point where we feel that offices on both coasts are essential to our clients' welfare."

The New York branch will have temporary quarters at 369 Lexington Ave. and the Los Angeles branch will be located at 1127 Wilshire Blvd.

Edgar E. Hinkle, formerly with WGN-TV, Chicago, will head the New York operation. Charles E. Smith, previously merchandising manager of the *Long Beach Press-Telegram*, takes over management of the West Coast office.

'Industrial Photography' Bows

Industrial Photography, new, standard-size, 82-page quarterly, will bow Oct. 20. It will have a guaranteed franchise circulation through photographic dealers of 25,000. Dealers furnish names of industrial customers and prospects as basis of circulation list. Publisher is Samuel G. Krivit, who also publishes *Photographic Trade News* and *Cleaning & Laundry World*. Ben Zale is editor and David B. Eisendrath technical editor.

Gamble Predicts 40% Increase in Ad Expenditures

SAN BERNARDINO, CAL., Oct. 14—When America gets off the swing-shift for defense production, Frederic A. Gamble, president of the American Assn. of Advertising Agencies, thinks that advertising volume should increase as much as 40% over the present.

Speaking before the Four A's 15th annual Pacific Council convention, Mr. Gamble said that the percentage of the gross national product spent for advertising is estimated at 2.55%, the highest since World War II. When the federal government begins to take less for war and defense needs, the volume of advertising may well rise toward the \$9 billion needed to sustain a \$300 billion peacetime economy, he said.

■ Arno H. Johnson, v.p. and director of research for J. Walter Thompson Co., reiterated his belief that advertising will be needed to train the American public to raise its living standards by one third as government spending drops off and the need for maintaining current high production levels becomes acute.

Mr. Johnson also told the group (Continued on Page 6)

Newspaper Finance Officers Will Meet in Tulsa Oct. 26-29

NEW YORK, Oct. 14—Various aspects of newspaper cost problems will feature discussions at the fifth annual meeting of the Institute of Newspaper Controllers & Finance Officers Oct. 26-29 at the Mayo Hotel, Tulsa.

T. F. Mowle, controller of *Wall Street Journal*, and president of the institute, will preside at the opening session and at the annual dinner scheduled for Oct. 28.

Speakers at the cost sessions will include Prof. Poynter McEvoy, department of journalism, Indiana University; J. W. West, general manager, *Times-News*, Kingsport, Tenn.; Hugh B. Patterson Jr., general manager, *Little Rock Gazette*, and J. O. Grantham, director of industrial relations, research department, Phillips Petroleum Co.

Reports to management will be covered by two speakers: C. Arthur Weis, v.p. and treasurer, *St. Louis Globe-Democrat*, and John T. Kolley, assistant treasurer, Illinois Publishing & Printing Co. Vernon Hanson, Audit Bureau of Circulations, will explain the ABC audit.

■ Dr. Arthur A. Smith, v.p. and economist, First National Bank of Dallas, will weigh the effect of current economic trends on the newspaper industry, and G. Elliott Killian, controller, *Oklahoma City Daily Oklahoman & Times*, will speak on "reducing month-end and year-end work."

Group problem clinics will be held Oct. 28, arranged according to circulation size: under 25,000; 25,000 to 50,000; over 50,000. Questions for discussion include budgeting; increasing circulation rates for outlying areas; retirement plans; travel expenses; correspondents' payroll; economy programs to reduce incidental expenses, etc.

Wallin to 'American Magazine'

Fred Wallin, formerly art director of Babcock & Wells, has joined the promotion staff of *American Magazine*.



DEFENDANTS—Here, in a knot during a courtroom recess, are four of the defendants in the sensational case. At left is Lester Rondell, Scheideler, Beck & Werner art director, and the back of right belongs to Richard A. Stevens, business manager of

SB&W, who aren't defendants. The rest are (left to right) Robert G. Hughes, SB&W creative director; Joseph G. Scheideler, Paul Warner, and Robert Hayes, now with Doherty, Clifford, Steers & Shenfield as a v.p. (Photo by A. G. Michaelson.)

Newspapers Hit for Misunderstandings Over Newsprint

CHICAGO, Oct. 14—Much of the blame for any lack of understanding between Canadian newspaper manufacturers and American newspaper publishers must fall on the shoulders of the publishers.

That was the charge placed before the 68th annual meeting of the Inland Daily Press Assn. by Robert M. Fowler of Montreal, president of the Newsprint Assn. of Canada and of the Canada Pulp & Paper Assn.

Emphasizing that he is convinced of a "fundamental identity of interest" between the newsprint and publishing industries, Mr. Fowler said he thought newsprint manufacturers have done more to explain their problems than publishers have.

Then he stated: "But I must frankly admit that we have not done nearly enough. You [the publishers] have done very little indeed, and I must say bluntly that you cannot expect newsprint mills to take much account of your problems unless you tell them what those problems are."

Mr. Fowler suggested it would be helpful if Canadian newsprint manufacturers knew more about publishing costs, advertising rates and the different economic problems of small and large newspapers.

As to newsprint supply, Mr. Fowler said he has "seen little evidence to confirm" frequent stories of the last few months that supplies were better on this continent.

It might be true, he said, that there are fewer "distress" cases but many publishers still would like more newsprint.

The newsprint industry's annual data book is to be released in about a month and Mr. Fowler said he thought the survey would show two things:

1. That for the immediate present there will be a close balance between world newsprint supply and total world effective demand.
2. That percentage-wise the consumption trend of the rest of the world will rise faster than that of this continent.

Members also heard a six-man panel discuss problems involved in the reduction of column width. The following points were brought out:

1. That there is no marked change in appearance with reduced columns and that they are easier to read.
2. That percentage wise the con-will require narrower paper rolls which will cut down production and raise costs of newsprint.
3. That one paper planning to go to the smaller column expects to do so at a cost of some \$4,000 which would include changes of matrices for typesetters and teletypesetters.
4. That if metropolitan papers make the change, smaller papers probably will have to go along.

During roundtable discussions, it was brought out that papers in the 10,000 to 20,000 circulation bracket experienced no unusual opposition to advertising rate increases.

The results of a survey by the association, which showed that many papers have made circulation rate increases, was presented. It was suggested that such increases be made on short notice and without large amounts of publicity.

Louis A. Weil Jr., publisher, Grand Rapids Herald, was elected president, and Byron C. Vedder, general manager, Courier, Champaign-Urbana, Ill., is the new v.p.

The Tribune Magazine
AST CALL FOR OLD FIVE POINTS
 Standstubs Along the Five Points
 Battle Line, Where a New York Has Vanquished the Old.

THIS WEEK
 A New Serial by **SINCLAIR LEWIS**
 FANNIE HURST - RUPERT HUGHES - I. A. R. WILDE
 ROY CHAPMAN ANDREWS - HOME INSTITUTE

'THIS WEEK' BEGINS—The old New York Tribune dropped its syndicate-supplied magazine in 1916 to start its own Sunday section. After several changes over the years and its merger with the Herald, the section became This Week in 1935.

'Herald Tribune' Starts \$1,000,000 Expansion Centering on 'This Week'

NEW YORK, Oct. 14—A \$1,000,000 editorial expansion will be undertaken immediately by the Sunday New York Herald Tribune.

Major effort will center on the newspaper's edition of *This Week Magazine*. Beginning Sunday, Oct. 19, the latter will be expanded to nearly double the pages of *This Week's* national edition.

Simultaneously the *Herald Tribune* will begin a large promotion campaign with insertions in local newspapers, outdoor signs, car cards, TV and radio. Donahue & Coe will handle the advertising.

Among the new features which will appear in the newspaper's Sunday magazine section will be a two-page condensation of a current best-selling book, an art page in four colors, increased use of news pictures, and additional text by top writers.

The paper has commissioned the staff of Picture Press Inc., headed by Joseph H. Thorndike Jr., former managing editor of *Life*, and Oliver Jensen, formerly *Life's* text editor, to serve as consulting editors to the *Herald Tribune's* recently appointed Sunday editor, Joseph Herzberg, and *This Week's* staff, headed by William I. Nichols.

This Week Magazine was founded in 1935 when the *Herald Tribune* sold its own magazine, established in 1916, to United Newspapers Magazine Corp. as the basis for a national syndicate. Today, the national edition is carried by 31 newspapers and has a circulation of more than 10,000,000 each week. It is pointed out that last year *Reader's Digest* condensed more articles from *This Week* than from any other U. S. magazine except *The Saturday Evening Post*.

As originator of the publication, the *Herald Tribune* has always retained the right to augment its own edition with its own editorial material and with advertising sold separately. For many years its edition of the magazine has carried about 20 pages more than the national edition. These have included 388,000 lines of advertising in 1951, a fashion spread, *Herald Tribune* Home Institute pages, a crossword puzzle, and exclusive features. "The decision to add still more

has been dictated by the clear evidence that public interest in Sunday magazines has steadily increased," James Parton, assistant to the president, said. "A recent Starch survey has shown that the *Herald Tribune's* edition of *This Week* is read by 669,000 women and 605,000 men, a total of 1,274,000 adult readers every Sunday. "Many other newspapers carrying *This Week* have taken reader surveys," Mr. Parton said, "which showed it to be their most popular single section. The five-day week has reduced the amount of real news available for Sunday publication and simultaneously increased the whole family's leisure time for weekend reading."

Teamsters Use TV to Report Meeting

LOS ANGELES, Oct. 16—In what is claimed as the first telecast of its kind, the International Brotherhood of Teamsters, Chauffeurs, Warehousemen and Helpers of America (AFL) will telecast two sessions of its 16th national convention being held here this week.

The two telecasts, over KTTV, will total 5½ hours. The first telecast was of the opening session. The second, to be made tomorrow, will cover the election of officers for the next five years.

The telecasts will be kinescoped for possible use by the union's locals over stations in their area. An edited, shorter version will be available to the locals for this purpose. The Henry Rich Agency, Los Angeles, bought the telecasts for the union.

Ayer Promotes Greene

Brydon S. Greene, a v.p. of N. W. Ayer & Son in Philadelphia since last January, has been promoted to manager of client service in that office. He joined Ayer in 1945 after having worked with General Motors Corp., Chrysler Corp. and Lever Bros. Co.

McMurphy for Chrysler Show

George W. McMurphy Advertising, Portland, Ore., has been appointed to handle advertising and publicity for the Chrysler Corp.'s show, "New Worlds in Engineering," to be held in the Portland Masonic Temple Nov. 8-19.

Haller Promotes Whisky

W. A. Haller Corp., Philadelphia distiller, is launching a campaign in newspapers throughout the country promoting its six-year-old Haller's 89 straight bourbon. Ads will be limited to 115 lines. Monroe Greenhalp Co., New York, handles the advertising.

Felch & Co. Names Agency

Felch & Co., Providence maker of Danecraft sterling silver jewelry, has appointed Badger and Browning & Parcher, Boston, to handle its advertising. Previously, George N. Kahn Co., New York, handled this account.

38 Companies Win 'Financial World's' Awards for Annual Reports First Time

NEW YORK, Oct. 14—Of the companies winning the bronze "Oscar of Industry" for the best annual reports in 100 industrial classifications, 38 will receive the award this year for the first time, according to Weston Smith, director of *Financial World's* annual report survey.

Presidents and other officers of the corporations with reports judged the best of their industries, will receive bronze trophies at the annual awards banquet Oct. 28.

Five companies will be honored for winning the award for the ninth consecutive year. These are Brown & Bigelow, Eastman Kodak Co., General Motors Corp., International Harvester Co. and National Securities & Research Corp. The company to receive the gold trophy for the best report of the year for all industry will not be announced until later this month.

Five thousand annual reports of corporations and financial institutions were rated in this year's international competition, which is the 12th in the series conducted by *Financial World*.

Initial screening was handled by a staff of 20 security analysts under direction of Dr. Pierre R. Bretey, editor of *Analysts Journal*. An independent board of judges with Dr. Carman G. Blough, C.P.A., research director of American Institute of Accountants, as chairman, made the final selections of the 100 best annual reports.

In addition to the companies named above, other trophy winners include:

- Eight-time Winners:** General Dynamics Corp. (formerly Electric Boat Co.); Caterpillar Tractor Co.; Swift & Co.
- Seven-time Winners:** Marquette Cement Mfg. Co.; Chesapeake & Ohio Railway

WGN Has One Rate for Day and Nighttime

CHICAGO, Oct. 15—Time buyers this week were taking another long, hard look at WGN, Mutual outlet here. The Chicago Tribune-owned station set off a flurry of activity by chopping nighttime rates 50% and establishing one rate from 7 a.m. to 10 p.m., effective Nov. 1.

William A. McGuineas, commercial manager, reported handsome results from the rate slash. Right now, under the old rates, WGN has only three 15-minute periods a week sold for the 6-7 p.m. slot. With the announcement of the new rates, the station has sold ten 15-minute periods and five 10-minute periods for this time slot. The rest of the 6-7 p.m. period is network time, so the station is now sold out for this slot.

The one time rate for a 15-minute program will be \$180, compared to \$360 previously. The basic hourly one time rate drops from \$900 to \$450. Minute spots go down from \$150 to \$75.

Under the new WGN rate structure, there are only two time classes—A and B—instead of four, A through D. The price of one period, 7-8 a.m., goes up with its reclassification from D to A time. WGN is a 50kw clear channel station.

At the same time, WGN-TV cut its Sunday afternoon rates 50% by changing the 2-5 p.m. period to Class C time, instead of Class A. The hourly rate thus descends from \$1,200 to \$600. The rest of Sunday time will continue to be Class A.

- Co.:** Container Corp. of America; Dresser Industries; Greyhound Corp.; Standard Oil Co. (N. J.).
- Six-time Winners:** Bigelow-Sanford Carpet Co.; Food Machinery & Chemical Co.; General Electric Co.; Philip Morris & Co.; Minnesota Mining & Mfg. Co.; United Airlines; American Home Products Corp.; Insurance Co. of North America.
- Five-time Winners:** Kelling Net Co.; Seaboard Air Line Railroad; Bridgeport Brass Co.; Celanese Corp.; Girard Trust Corn Exchange Bank; National Lead Co.; Pitney-Bowes.
- Four-time Winners:** Eastern Gas & Fuel Associates; National Dairy Products Corp.; Allied Stores Corp.; Black, Sivalls & Bryson; Canadian National Railways; Erie Railroad Co.; Knott Hotels Corp.; Harris-Seibold Co.; P. R. Mallory & Co.; Monsanto Chemical Co.; Thompson Products.
- Three-time Winners:** T. G. Bright Ltd., Canada; Continental Can Co.; Thomas A. Edison Inc.; Virginia Electric & Power Co.; Franklin National Bank; General Time Corp.; Great Northern Railway Co.; Los Angeles Transit Lines; Panhandle Eastern Pipe Line Co.; Pettibone-Mulliken Corp.; Rexall Drug Inc.; Safeway Stores; A. E. Staley Mfg. Co.; Weyerhaeuser Timber Co.; Trane Co.
- Two-time Winners:** Aldens Inc.; Aluminum Ltd.; American Metal Co.; Associates Investment Co.; Brazilian Traction, Light & Power Co.; Brown-Forman Distillers Corp.; Crown Zellerbach Corp.; Ex-Cell-O Corp.; New York Central Railroad Co.; Pacific Gas & Electric Co.; Remington Arms Co.; San Diego Gas & Electric Co.
- First-time Winners:** ABC Vending Corp.; Affiliated Gas Equipment; American Enka Corp.; American Radiator-Standard Sanitary; Anheuser-Busch Inc.; Associated Hospital Service; British Columbia Power Corp.; Burton-Dixie Corp.; California Packing Corp.; Dayton Power & Light Co.; Denver & Rio Grande Western Railroad; Diamond Match Co.; Walt Disney Productions; Graniteville Co.; W. T. Grant Co.; Hamilton Mfg. Co.; Illinois Bell Telephone Co.; Liquid Carbonic Corp.; Morrison-Knudsen Co.; New England Mutual Life Insurance Co.; Omar Inc.; Owens-Corning Fiberglas Corp.; McColl Corp.; Melville Shoe Corp.; Mississippi Valley Barge Line; Peabody Coal Co.; Philadelphia Electric Co.; Philippine Air Lines; Portland Gas & Coke Co.; Punta Alegre Sugar Corp.; Schenectady Savings Bank; Sharp & Dohme; Solar Aircraft Co.; Torrington Mfg. Co.; U. S. Rubber Co.; Utility Appliance Co.; Ventures Ltd.; and Western Auto Supply Co.

McCann Opens Toronto Office for Its Accounts

(Continued from Page 1)
al Railways and Trans-Canada Airlines.

■ McCann's general policy has been to have its overseas office staffed by nationals of the country in which the office is located.

Initially, the Canadian office will probably handle Shadow Wave and American Safety Razor Corp.

This is a case of Toronto revisited. McCann had an office in Toronto from 1919 to 1923, when it was closed and absorbed into the operations of Advertising Service Co. The latter agency was owned by Harry Cockfield and later was

merged with National Publicity Ltd., owned by G. Warren Brown. McCann-Erickson has discussed the possibility of opening in Canada a number of times in recent years, and—incidentally—still operates its London office under dominion charter.

The first word on the giant (\$51 billings: \$81,000,000) U. S. agency's decision in Canadian circles came when Cockfield, Brown notified employees and clients that McCann would be opening a dominion office.

GE Names Herbert Riegelman

Herbert Riegelman, formerly v.p. and soft lines department manager for Montgomery Ward & Co., Chicago, has been appointed manager of marketing for the receiver department of General Electric Co., Syracuse.

KOL, Seattle, Moves

KOL, Seattle, has moved to offices at the site of its transmitter at 11 W. Florida St.

Pettit to Crown Zellerbach

Clark M. Pettit has been appointed advertising manager of the consumer products division, Crown Zellerbach Corp., San Francisco manufacturer of paper products. Mr. Pettit formerly was advertising and sales promotion manager of Golden State Co., San Francisco dairy, and the James Graham Mfg. Co., Newark, Cal.

Hoag & Provandie Adds 3

Hoag & Provandie, Boston, has been appointed to handle advertising for John P. Squire Co., Boston; Sperry & Barnes, New Haven, and H. L. Handy Co., Springfield, Mass., effective Nov. 1. All are meat suppliers and associates of Swift & Co.

Two Join Wallace Mackay Co.

Lloyd Pierce, formerly art director for the Seattle office of Mac Wilkins, Cole & Weber, has joined Wallace Mackay Co., Seattle, as associate art director. Burrell Brumbaugh, previously with Metropolitan Press, Seattle, has been named production manager.

Highlights of the Week's News

The Duane Jones case settled down for a long stay in New York supreme court. Admen are watching closely for a ruling which may have bearing on the movement of accounts from one agency to another. The past week's action is reported on . . . **Pages 1 and 2**

Radio rates make news again this week as Mutual follows the other three major nets by cutting nighttime rates 25% . . . **Page 1**

And J. S. Stolzoff of FC&B comes out for **one rate for daytime and nighttime radio**. In Chicago, WGN equalizes rates by making 7 a.m. to 10 p.m. Class A time . . . **Pages 2 and 131**

Gordon Hughes of General Mills tells **newspaper reps** they have fallen behind the magazines because they don't do a good job of selling their medium. . . . **Page 14**

P. Lorillard Co.'s Mr. Ganger says the public has a "completely crazy idea" of the amount spent for **cigaret advertising** . . . **Page 22**

General Foods' legal battle with Raymond R. Morgan over a **doorbell ringing promotion** has vital significance for advertising, since a favorable ruling for GF might jeopardize 21 radio and 10 TV quiz programs . . . **Page 36**

The **Pfizer pharmaceutical house** has really expanded in the past two years with promotion of the miracle drug, Terramycin . . . **Page 38**

Cinerama, a sellout in New York, got a big boost from McCann-Erickson's buildup . . . **Page 42**

Scott Radio Labs and Hallicrafters are thinking along the same lines with plans to stop **price-cutting on sets** . . . **Page 44**

Ten years old, the **Advertising Council** has racked up a memorable record with public service campaigns . . . **Page 124**

REGULAR FEATURES

Advertising Market Place . . . 128	Obituaries 54, 131
Along Media Path 113	Photographic Review 120
Coming Conventions 46	Rough Proofs 12
Department Store Sales 24	This Week in Washington 132
Editorials 12	Voice of the Advertiser 118
Getting Personal 16	What They're Saying 12
Information for Advertisers 128	You Ought to Know 20

The feature section is omitted this week, but will appear in the next issue.

Daroff Reaches Agreement With Barney; Withdraws Suit

H. Daroff & Sons, Philadelphia manufacturer of Botany 500 clothes, has agreed to withdraw the suit instituted by it in U. S. district court to enjoin Barney's Clothes Inc., New York, from selling the Botany brand below fair trade prices (AA, Jan. 28).

Under terms of the agreement, Barney's may continue until Nov. 15 to advertise the Botany brand below the manufacturer's fixed prices. After Nov. 15, Barney's is forbidden to use the Botany trademark or name in connection with Barney's sale below fixed prices of merchandise acquired by it before the effective date of the McGuire Fair Trade Act last July. The agreement does not cover Botany merchandise which may be purchased by Barney's in the future.

3 Start Consumer Analyses

The Cincinnati Times-Star, Honolulu Star-Bulletin and the Press-Telegram, Long Beach, Cal., have been added to the list of Consolidated Consumer Analysis newspapers. The addition of these three dailies brings the total number of newspapers participating in the consumer analysis studies to 18.

Introduces Cott Cola

Cott Bottling Co., Manchester, N. H., is introducing a new product, Cott Cola, via an expanded advertising program. John C. Dowd Inc., Boston, handles the account.

Hy-Pro Tool to Mahoney Inc.

Hy-Pro Tool Co., New Bedford, Mass., has appointed David J. Mahoney Inc., New York, to handle its advertising.

GREAT MOTION PICTURES ARE PROCESSED BY PATHÉ

BEN PIVAR. Independent Film Library
President says:

"Our very survival is often dependent upon lab service. Pathé has never let us down."



When the lab work can make or break a picture, don't take chances. Specify Pathé because Pathé produces the highest-quality work with best service available anywhere.



Both New York and Hollywood Have Complete Pathé Laboratory Facilities:
35MM • 16MM • COLOR • BLACK AND WHITE
Pathé Laboratories, Inc. is a subsidiary of Chesapeake Industries, Inc.



**"I see an
export market
in your future"**

THE FORTUNE TELLER IS REVEALING what many far-sighted manufacturers already know. Domestic lines are slackening and management is wisely going after export business to bolster falling backlogs.

Prospect for 1952 export sales? . . . a big \$15 billion. Exporters now readying increased advertising drives to get their share of this tremendous market are turning to McGraw-Hill International. Most of them know from experience that the most direct, effective and economical way to reach the eyes of the men who make the buying decisions abroad is through McGraw-Hill International magazines and services.

Your nearest McGraw-Hill International representative will be glad to discuss your export plans with you. Call him today; or write the McGraw-Hill International Corp., 330 West 42nd Street, New York City.

McGraw-Hill International

Business and Technical Magazines and Books for Overseas Circulation

Offices in all principal centers of the world.

McGraw-Hill Digest • The American Automobile (Overseas Edition) • El Automovil Americano • Pharmacy International • El Farmaceutico • Ingenieria Internacional • Ingenieria Internacional Construction • McGraw-Hill American Letter • The Mechanist (London) • Annual Buyers Guides for Automotive Products, Industrial Machinery and Construction Equipment • Overseas Business Services • Book Export Division • World News

HEADQUARTERS FOR WORLDWIDE BUSINESS INFORMATION


McGraw-Hill International Publications Give You

• **ABC Audited Circulation** . . . you know who is reading your sales message and where they are located in your export market.

• **World-Wide Coverage** . . . in every part of the globe there are McGraw-Hill International offices or representatives serving our publications, our markets and our advertisers.

• **Extra Export Services** . . . market research, help in lining up overseas sales representatives, translations, merchandising, counselling, etc.



Brd

in General Linage
among ALL U.S. Newspapers

NEW YORK
Herald Tribune

230 WEST 41st STREET, NEW YORK 36, NEW YORK • PENNSYLVANIA 6-4000

Represented nationally by Scolaro, Meeker and Scott in Chicago, Detroit and Philadelphia;
and Doyle and Hawley in Los Angeles and San Francisco

Chrysler Promotes Two

Chester F. Sylvester has been appointed general sales manager of the Chrysler division, Chrysler

MODERN ART CHRISTMAS CARDS

An unusual selection, ideally suited for agencies and their clients. Phone Allen Port at Delaware 7-3641 for showing or drop in at Port Studios
325 W. Huron St. Chicago 10

Corp., Detroit. Cornelius R. Curtan becomes assistant sales manager. Mr. Sylvester formerly was regional manager at Cincinnati and Detroit, while Mr. Curtan formerly was regional manager at Atlanta.

'Journal-Courier' Hikes Price

The *Journal-Courier*, New Haven morning newspaper, has increased its price from 3¢ to 5¢ per copy. Higher costs of mechanical production and newsprint were given as the causes for the price rise.

Meltzer Directs Sea Food Test

Richard N. Meltzer Advertising, San Francisco, is directing a test campaign in the San Francisco area for A. Paladini, San Francisco packer of Paladini Fresh Frozen Sea Food.

Gamble Predicts 40% Increase in Ad Expenditures

(Continued from Page 2)
that the amount of consumer credit outstanding is not out of line with current earnings and other economic conditions. "Consumer debt is actually low in relation to the usual measurements of ability to pay," he said, and added that total consumer debt could be expanded by as much as 22% before reaching the 1940 ratio of debt to disposable income after

taxes, or by 40% before reaching the 1940 ratio to savings.

"It is time we advertising men stopped throwing stones at ourselves. It is time we fought back at our detractors. We have pretty good muscles—let's use them." Those fighting words were spoken by Lawrence Valenstein, president of Grey Advertising Agency, who said he is fed up with having to apologize for being an advertising man.

Advertising has lost social status during the past half century, he declared, despite the growth of its power as an economic influence. On the subject of advertising men who discuss ethics, Mr. Valenstein said he sees no reason why advertising should heap ashes on

its head any more than any other business humbles itself.

The people who okay advertising, Mr. Valenstein pointed out, represent every kind of business in the country. "I find it difficult to believe," he said, "that business men who are thoroughly honorable in all of their other business activities stoop to the unethical only when advertising is up for decision."

"I insist that advertising has too many apologists. It has a crying need for advocates."

Earle Ludgin, president of Earle Ludgin & Co., advised the Four A's members that "change is constant. Change for the sake of change is one of the most important influences in a woman's life."

Mr. Ludgin observed that fashion teaches women to be unfixed in their tastes, a market fact which must be considered before an advertiser attempts to sell them anything. Men, too, accept change as the rule, Mr. Ludgin said, adding that automobile makers have fostered this by an artificial but irresistible standard of obsolescence.

"During the war years," the Chicago agency president said, "there were promises of postwar miracles. Many of these miracles have come to pass. Plastics, DDT, the fluid drive, the antibiotics in medicine and other notable achievements are here. But their importance in their promise rather than in their performance is what we are considering, because they urged an already eager public to be ready for change."

Among the recent important changes in industry, Mr. Ludgin cited the tremendous strides made by frozen foods, with public acceptance of frozen vegetables running as high as 78% in some areas. He pointed out, however, that among the leading names in this field, only one belongs to a canner and asked: "What are the other canners waiting for?"

On the other side of the fence, he said, the big, established milling companies have led the field in the development of cake mixes.

Even without a new product, Mr. Ludgin emphasized, an advertiser must keep his selling story fresh. He must also make it sound successful, Mr. Ludgin added, because though fickle, the American consumer can be captured by success.

"Advertising is news—let's make the most of it," urged John M. Willem, v.p. of Leo Burnett Co., Chicago.

Product information, such as the wrinkleproof quality of Botany ties, will always be news, he said, because people can remember only so much of what they see and hear, and that for a relatively short time.

There are always new customers entering the market, too, who will greet an advertising message as news, Mr. Willem told the group. He stressed also the importance of seeking out new qualities in a product as well as the development of new products.

Charles R. Devine, secretary-treasurer of Devine & Brassard, Spokane, was elected chairman of the council. New vice-chairman is Ross Ryder, president of Ryder & Ingram, Oakland, and new secretary-treasurer is Trevor Evans, executive v.p. of Pacific National Advertising Agency, Seattle.

"Keep the top
of the market sold"



NICE GOING. 80% of THE NEW YORKER'S U. S. circulation is concentrated in the 47 great city trade areas where most of the department store sales are made. New Yorker readers are the best customers of the best stores in these lucrative areas. This explains why THE NEW YORKER carries more retail advertising than any other magazine. New Yorker readers buy quality in quantity.

THE
NEW YORKER
No. 25 WEST 43RD STREET
NEW YORK 36, N. Y.

**SELLS QUALITY
IN QUANTITY**

The AIR is NOT free!
YOU PAY FOR IT...WHEN YOU GET IT IN YOUR AD!
Let WALK squeeze the air out and have you money. It will keep longer.
WALK advertising typographer
11 EAST HUBBARD ST., CHICAGO 11, ILL.

more than
50 MILLION
COMICS
MAGAZINES
are bought at
newsstands
every month

more, incidentally, than any other type of magazine



With audited circulations that read like national census figures . . . with more individual titles than all other kinds of magazines put together . . . with an inside track into the hearts and minds of their readers . . . comics books are firmly established as a major publishing force. This, coupled with remarkably low advertising rate-per-thousand circulation, makes comics books a particularly efficient mover of merchandise in the mass market . . . as our advertisers have already learned. We invite you to share their pleasant experience.

**National
Comics
Group**

Represented by
Richard A. Feldon & Co., Inc.
205 East 42nd Street
New York 18, N. Y.

CHICAGO LOS ANGELES
SAN FRANCISCO PORTLAND

Ryhllick to Geoffrey Wade
 Frank Ryhllick, for the past five years an account executive and radio and television director for Ross, Gardner & White, Los Angeles, has joined the copy staff of the Hollywood office of Geoffrey Wade Advertising.

To Associated Advertising
 W. Wilson Lang, formerly production director for Guenther, Brown & Berne, Cincinnati, has joined Associated Advertising, Cincinnati. Mr. Lang will be v.p. in charge of radio and television.

FC&B Promotes Sloan
 Betty Sloan has been appointed art buyer and coordinator for Foote, Cone & Belding, New York. She joined the agency in 1942.

West-Pacific Agency Moves
 West-Pacific, Seattle agency, has moved to new quarters at 622 Broad St. Don MacLeod, formerly with KOL, Seattle, has joined the staff.

Printers Learn They Are Now in Big Business

Biggest PIA Convention Told the Answer to Profit Margin Squeeze Is Selling

St. Louis, Oct. 16—The Printing Industry of America has been holding its 66th annual convention here the past four days. It was the largest convention the group has ever held, with 1,000 attending, and the printers had an opportunity to take stock of themselves. They were pleased and astonished to find that in the past 50 years they had grown six fold, an increase of 500% in physical volume of printing. And, according to Arthur A. Wetzel, outgoing presi-

dent, during the same period the number of printing establishments has grown only 20%. He pointed out to them that this means the printer has grown into a business man from a small print shop owner. Also, his problems in terms of capital investment, management, plant operations, production costs, merchandising and community and labor relations have grown.

■ So the group spent the four days in busy clinic sessions and in informal discussions over supper and cocktails in the evenings bearing on their new position as major American industry.

They elected John M. Wolff Jr., v.p. and director of Western Printing and Lithographing Co., Racine, president. Also, they heard some interesting and direct speeches bearing on their present problems and America's future.

The industry was counseled to meet the growing squeeze on profit margin through the selling of creative printing by Richard Messner of E. E. Brogle & Co., New

York. It is not enough simply to fill orders for creative printing given by an advertising department or agency, he said.

"To meet the challenge of current conditions and changes to come, we must learn to think creatively, all the time, not just now and then, or here and there."

■ He recommended that printers create volume by getting their customers to do more and more planned budgeting for printing, and to instill in them constantly ideas for creative printing.

Mr. Messner gave three requisites for a printer to become a creative printer, none of these necessarily being inventive genius.

- They were:
1. He should know his own business.
 2. He should learn as much as possible about the business of his customers and prospects.
 3. With imagination, self-initiate ideas that will best bring them together.

Most important of all, he said, is to take the positive rather than the negative approach in selling creative printing.

■ "Stick up for printing for the essential jobs it has to do and the results it can produce, the same as every other buckster for an advertising medium is plugging for a greater share of advertising and sales promotion budgets," he advised. "Use the positive approach that your customers cannot afford to reduce printing budgets. Proof? Cite the Direct Mail Advertising Assn.'s figures on direct mail volume for 1951 of \$1.05 billion. Yes, over a billion dollars; 14.9% over 1950, and a certainty that it will be even higher during 1952."

Peter F. Drucker of the Research Institute of America told the group that American industry, despite which party wins in November, will be faced for the next several years with continuing high taxes, constant attrition of profit margins and a prolonged labor shortage.

■ Mr. Drucker, who had been an adviser for the Marshall Plan for three years, said the next administration would have to reconsider the foreign policy since the Marshall Plan now has outlived its usefulness. But whatever new policy was followed, he predicted the estimated peak of \$55 billion for defense in 1953 might be increased by \$10 billion. He said this would be true, no matter which party came into power.

He advised industry to pay more attention to cost control and less to trying to get taxes cut. He complimented the printing industry on having done the best job on cost control of any he knows.

■ The following first and second prize awards were made at the convention for the first competition among printers and lithographers for work done to promote themselves:

For general campaigns by printers and lithographers with 10 or fewer employees, Hub Offset Co., Boston (1st), Fine Arts Litho Co. (2nd); with 20-100 employees, Veritone Co., Chicago (1st), Huron Press Inc., Chicago (2nd); with 100 or more employees, Edward Stern & Co., Philadelphia (1st), John Maher Printing Co., Chicago (2nd).

For individual specimens by companies with fewer than 10 employees (only a first prize given), Frederic M. Pannebaker, Denver; with 20-100 employees, Walker Press Ltd., Paris, Ont.; with 100 or more employees, Beck Engraving Co., Philadelphia.

Hoover Isn't a Hoover V. P.

There are two errors in the Hoover Co. story on Page 129 of this issue. The appliance firm corrected an earlier release to point out that Bozell & Jacobs was retained by Bi-State Distributors of Omaha and that James C. Hoover is a member of the board of directors, but not a v.p. of the company.



Your only adequate trade coverage of the country's fastest growing automotive market. Now over 6½ billion dollars yearly. Write for full data.

Southern Automotive Journal

ABC
 NBP

806 PEACHTREE STREET, N. E., ATLANTA 5, GEORGIA



"Doctor, can I interest you in our new anti-histamine?"

Sell the Doctor when his mind is on medicine

When a Doctor reads MODERN MEDICINE, you can bet your bottom dollar that his mind is on the care and treatment of his patients. Because MODERN MEDICINE is the only publication that brings all U. S. Doctors a complete review of all that's new—24 times a year—it captures and holds his time and thought completely.

Closeted in this editorial atmosphere, the doctor is in just the right and receptive mood to read, remember, and act upon your advertising. May we suggest that you **Sell the Doctor when his mind is on medicine.**

MODERN MEDICINE
 THE JOURNAL OF DIAGNOSIS AND TREATMENT

84 So. Tenth Street, Minneapolis 3, Minn.
 New York • Chicago • Los Angeles
 San Francisco

MY BABY LEADS AGAIN!

ON JANUARY 1st, 1953, MY BABY ENTERS ITS 11th YEAR AS

THE TOP SALES-PRODUCER FOR ADVERTISERS

IN THE BABY MAGAZINE FIELD

—and here's why...

EVERY COPY OF MY BABY IS STORE DISTRIBUTED TO EXPECTANT & NEW MOTHERS

MY BABY goes to market—to your customers through your retailers. Every copy is sponsored and paid for exclusively by a leading department store or infants specialty store and distributed by them to customers in the infants wear and related departments where your merchandise is offered.

Important: No involuntary circulation. Readers must come to the store to get their copies of MY BABY! And, as patrons of the distinguished subscriber-stores, they are qualified as to purchasing power.

No other baby magazine gives you 100% store-distributed, double-impact circulation—the most effective and fastest growing type of circulation in magazine publishing today!

Complete National Coverage!

Though distribution is restricted to leading stores in each trading area, the demand for MY BABY franchises has grown so fast that national coverage is complete in all 48 states. No other baby magazine gives such thorough coverage!

MY BABY is supreme in Reader Interest and Response

MY BABY is skillfully edited and closely read. The practical information it offers on pre-natal care and pre-natal merchandise, 18%; baby and toddler care, 31%; layette, infants' and toddler merchandise, 14%; food and nutrition, 12%; nursery furniture, accessories, toys, 14%; general interest (chiefly post-natal) 9%; books, 2%—gives mothers the helpful information they seek and crystallizes their buying needs.

Thousands of communications received from readers annually are positive proof of the intensive reading of MY BABY'S editorial and advertising pages.

Glance through the impressive 68-page October issue of MY BABY—largest issue of any monthly baby magazine—and you will understand why MY BABY is passed on from reader to reader for an average of 3 readers per copy!

Send for list of 825 stores that distribute an average of 240,000 copies of MY BABY monthly.

In 1952, as in 1951 and 1950 MY BABY ranks FIRST IN ADVERTISING OF NATIONALLY ADVERTISED PRODUCTS

in Baby Publications

The advertising columns of MY BABY are comprehensive as a buying guide for expectant and new mothers. 52 National Advertisers currently use no other baby magazine! Though MY BABY refuses to accept ad-

vertising of merchandise not sold through retailers, its record volume of advertising carried during the first 10 months of 1952 greatly exceeded that of all other baby publications. Here is the record—

VOLUME OF ADVERTISING—BABY MAGAZINES

Total Columns—first 10 months, 1952



*Published quarterly. Figures cover 3 issues. All other magazines listed are monthlies.

MY BABY'S ADVERTISERS RECEIVE STORE COOPERATION TO AN UNUSUAL DEGREE

The 825 stores licensed to distribute MY BABY have a natural "proprietary" interest in what is looked upon as the store's own publication and are ready to do their part in cooperating with advertisers who use its pages.

MY BABY'S Merchandising Program is unequalled in its field

MY BABY has a well earned reputation for the effectiveness of its merchandising program—available to advertisers at no extra cost:

SHAW'S MARKET NEWS (monthly)

A 20-page illustrated tabloid digest of merchandise featured editorially. Contains complete source information, news and promotion ideas, mailed 4 weeks in advance of MY BABY to 5,000 merchandise managers and buyers of infants' and toddler's wear — nursery furniture — toys — foods — drugs—shoes—maternity corsets and brassieres—maternity wear. Strongly features and describes the forthcoming issue of MY BABY Magazine. More than 2,000 copies are mailed to buyers in prominent stores not yet included among MY BABY'S 825 distributors.

BACK-COVER PROMOTIONS

The back cover of MY BABY Magazine is another successful part of our merchandising program. A brochure of especially prepared promotions by our advertisers is mailed to our stores quarterly for their convenience in selecting an advertiser's promotion of their choice for use on the back cover of the copies they distribute each month. The promotion can be changed monthly. No cost to store or manufacturer.

"YOURS FOR THE ASKING" PAGE

Regular feature of every issue of MY BABY presents check list of literature, samples, etc. offered by advertisers. Tens of thousands of readers use this service annually. Their requests are forwarded promptly to our advertisers.

COUNTER CARDS—Blow-ups—

Merchandise Tags—and many other Aids

No other baby magazine offers its advertisers so broad a program of practical merchandising assistance as MY BABY.

We will be glad to have you write or telephone for information, or have our representative call.



MY BABY

MAGAZINE

CIRCULATION UP 20% to **240,000** MONTHLY AVERAGE FOR 1953
720,000 READERS PER MONTH!

Now — A Still Better BUY!

Every month more stores demand MY BABY for distribution to their customers. Yet at new advertising rates for 1953, MY BABY'S rate-per-thousand circulation takes the biggest drop in baby magazines—10%!

	CIRC. INCREASE	RATE INCREASE	IN EFFECT
MY BABY	20%	7.8%	Jan., 1953
Baby Talk	14+	9.8%	Feb., 1953
Your New Baby	9+	8.3%	Jan., 1953

For full rate protection in 1953 send your schedule in before Nov. 7th (January closing date!)

SHAW PUBLICATIONS, Inc. D. Minard Shaw, President

435 FIFTH AVENUE, NEW YORK 16, N. Y., TELEPHONE MURRAY HILL 4-4030

New York Advertising Representatives:

LARRY TIMMINS—LUCILE K. SHAW

B. F. PROVANDIE
80 Baylston Street, Boston, Mass.

DALE McCUTCHEON & CO.
154 East Erie, Chicago, Ill

ESCHEN & ROE CO.
1324 Wilshire Blvd., Los Angeles, Cal.

ESCHEN & ROE CO.
Rust Bldg. San Francisco, Cal.

J. NORMAN CLAYPOOL
1346 Tapoca Ave., Maryville, Tenn.

Canadian Radio Stations May Be Required to Give 48% of Time to Canadian Broadcasts

TORONTO, Oct. 14—Canadian Broadcasting Corp. has made public a set of draft regulations which would force all radio stations in Canada to broadcast a stipulated proportion of Canadian programs.

The proposal set forth 16 new regulations to replace the present 24, but no change will be made until public hearings have been held to receive oral or written submissions from station operators and other interested parties. The date of the hearings will be announced later.

In addition to the Canadian program ruling, the proposed changes include a more flexible regulation as to the advertising content of broadcasts, the elimination of existing restrictions on the preparation of news broadcasts, and a tightening of the rules covering spot announcements. The permissible advertising content of a program is increased slightly.

Stations would be divided into two categories, each with three sub-groups. The first category would be stations with studios in cities of 50,000 population or more. Of these, the stations affiliated with the Trans-Canada or French networks would have to devote to Canadian programs 48% of their time between 8 a.m. and 11 p.m. each week.

For those affiliated with the Dominion Network, the weekly minimum of Canadian programs would be 43% for the same hours. Other stations, or the unaffiliated, privately owned group, would have to meet a 40% minimum.

In the second category would be stations with studios in cities of less than 50,000 population; for these the minimum percentages would be lower. If affiliated with the Trans-Canada or French networks, they would have to devote 38% of the 8 a.m.—11 p.m. period to Canadian programs each week. The proportion for Dominion Network stations would be 33%, while for all others it would be 30%.

A Canadian program is defined as any live or reproduced program, the original of which was produced in Canada, or any program originated in Canada or any program originated by Canadians who have been sent to other countries specifically to originate programs for Canada. A reproduction made in Canada from an imported original does not qualify as a Canadian program.

It is also provided that the main content of the program shall be taken as the basis for determining whether it qualifies as a Canadian program unless the station clearly identifies the Canadian content.

The CBC may alter the minimum percentages of Canadian content to meet special conditions. Also a station may elect to meet the minimum requirements on a yearly rather than a weekly basis if it is prepared to submit full broadcasting statistics.

Present regulations limit advertising to 10% of the time of any program. This is regarded by radio men as unrealistic, and the CBC has been criticized for failing to enforce it.

The rule regarding spot announcements would be greatly simplified. The proposed regulation is that spot or flash advertisements must not exceed four in number or three minutes in total time in any fifteen-minute period.

Other advertising regulations would remain the same except that where at present there is a provision against advertising any act or thing prohibited by law in Canada, the new regulation ex-

Publication Names 10 Top Transportation Advertisers

Transportation Ad-Views, published by Vincent Edwards & Co., New York, has named "the 10 outstanding transportation advertisers of the year." Newspaper ads of all transportation advertisers in the U. S. and Canada were scrutinized before the choice was made.

The ten winners, in order, are Southern Pacific Co., San Francisco (Foote, Cone & Belding); Pan American World Airways, New York (J. Walter Thompson Co.); Southern Railway System, Washington (Cunningham & Walsh); Union Pacific Railroad, Omaha (Caples Co.); Delta Air Lines Inc., Atlanta (Burke Dowling Adams Inc., Montclair, N. J.); Baltimore & Ohio Railroad, Baltimore (Richard A. Foley Advertising, Philadelphia); Pennsylvania Railroad, Philadelphia (Al Paul Lefton Co.); Canadian Pacific Railway Co., Montreal (Kenyon & Eckhardt, New York, eastern

and midwestern U. S.; Honig-Cooper, San Francisco, Pacific Coast, and McKim Advertising, Montreal, in Canada); Chicago & Southern Air Lines Inc., Memphis (Laughlin-Wilson-Baxter & Persons), and Trans World Airlines, Kansas City (Batten, Barton, Durstine & Osborn, New York).

St. Louis Adclub Elects

Robert G. Stolz, advertising manager of Brown Shoe Co., has been elected president of the Advertising Club of St. Louis.

Other officers elected are Louis J. Hoffman, v.p. of Central States Paper & Bag Co., 1st v.p.; Wilson Condict, advertising director of the St. Louis Globe-Democrat, 2nd v.p.; Elzey M. Roberts Jr., v.p. of KXOK, 3rd v.p.; Charles F. Kistenmacher, promotion director of the St. Louis Globe-Democrat, secretary, and David Pasternak, promotion manager of KSD-TV, treasurer.

Campaigns in Canada

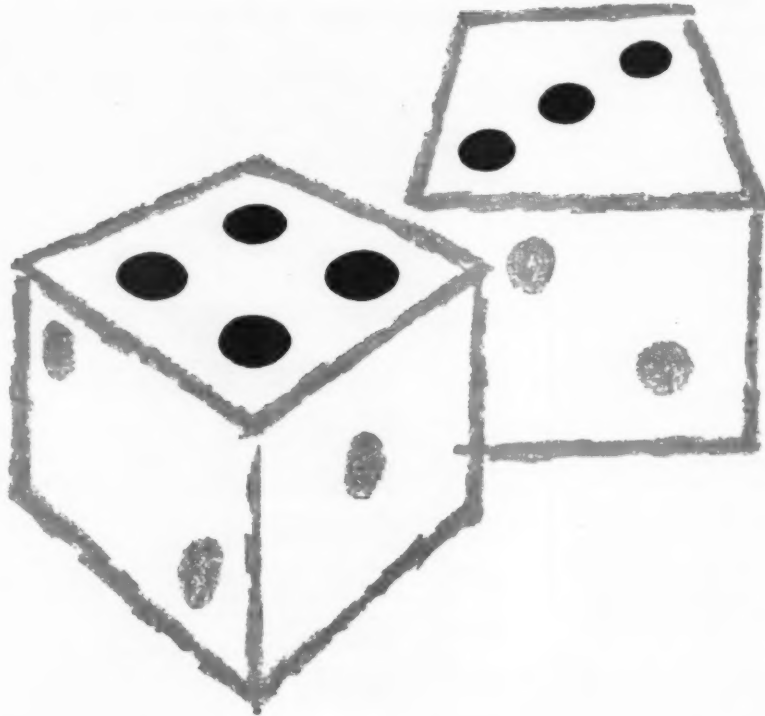
Tate & Lyle Ltd., London, England, is placing a special campaign in Ontario newspapers for Lyle's Golden syrup through the Toronto office of McKim Advertising. The drive will run from September to May.

Christie Boosted to S.M.

Norman J. Christie has been appointed general sales manager of Best Foods (Canadian) Ltd., Hamilton, Ont. He formerly was in charge of Canadian marketing operations for Birds Eye frosted foods.

Cummins to Gray & Rogers

Richard G. Cummins, formerly an art director with N. W. Ayer & Son in Philadelphia, has been appointed art director for Gray & Rogers, Philadelphia.



some spots are better

For the best spot, at the right time, at the right place

Extensive Study of Retail Stores Hours Issued by NRDGA

NEW YORK, Oct. 14—Whether or not stores which have adopted a schedule of two night openings a week benefit from added volume, or merely transfer volume from some other days, is highly controversial and individualized, according to a study just published by the store management group of National Retail Dry Goods Assn. The new NRDGA publication, "Store Hours and Employee Schedules," provides an analysis of employment schedules based on information furnished by more than 600 department stores and spe-

cially shops in 258 cities.

It is to be hoped that the material contained in the report will serve to discourage "imitative store practice," George Plant, editor of the study and manager of the association's store management group, said in releasing the report.

■ Too many retailers in the past, he intimated, have adopted some other city or store pattern where different customer habits exist. Instead, he said, procedures should be based on a careful study of the individual shopping area.

The survey shows variations in store schedules according to difference in population of the cities studied with emphasis on both special night openings and store closings. Current store hours are

contrasted with those of previous years, and the manner in which department and specialty stores are currently interpreting the shopping needs of their customers and the schedules of their own employees are evaluated.

It gives special stress to the highly localized character of store schedules and the need for cooperation among stores in individual communities in studying their own customers' shopping requirements.

White Joins Libbey-Owens

Robert K. White, formerly in the sales and merchandising departments of Swift & Co., Chicago, has been named by Libbey-Owens-Ford Glass Co., Toledo, as a merchandising specialist for its plastic markets products.

Publishing Business Called Paradoxical by U of I Professor

CHAMPAIGN, ILL., Oct. 14—Whether or not most magazine publishers are aware of it, they are in what a University of Illinois professor calls an extremely paradoxical business.

Prof. Theodore B. Peterson, of the university's school of journalism and communications, says most publishers face an "eternal paradox" in which they need a large circulation to make a profit and in which the same large circulation can ruin them.

As an example, Prof. Peterson cites *Life* magazine, which he

says was conceived as a class publication of 400,000 circulation and lost \$5,000,000 in a year and a half when ad rates lagged behind its zooming circulation.

■ The professor, whose comments are contained in an article in "Current Economic Comment," quarterly journal of the Illinois Bureau of Economic and Business Research, says most magazine publishers must balance themselves financially between readers and advertisers.

The publishers depend on a selected audience of readers for revenue, he says, and on advertisers who want to reach that audience. Nearly all publishers, he says, depend on advertising for the bulk of their income and use subscription returns in developing readership.

Because of advertising revenue, Prof. Peterson says magazines need to please the largest possible audience within a chosen market and that this fact exerts certain controls over editorial content.

■ This control, the professor says, is manifested by sameness of subject matter. Further, he adds, "as the audience widens, there are more and more persons the publisher must be chary of offending" and thus the publisher "tends" to give readers "what they already agree with."

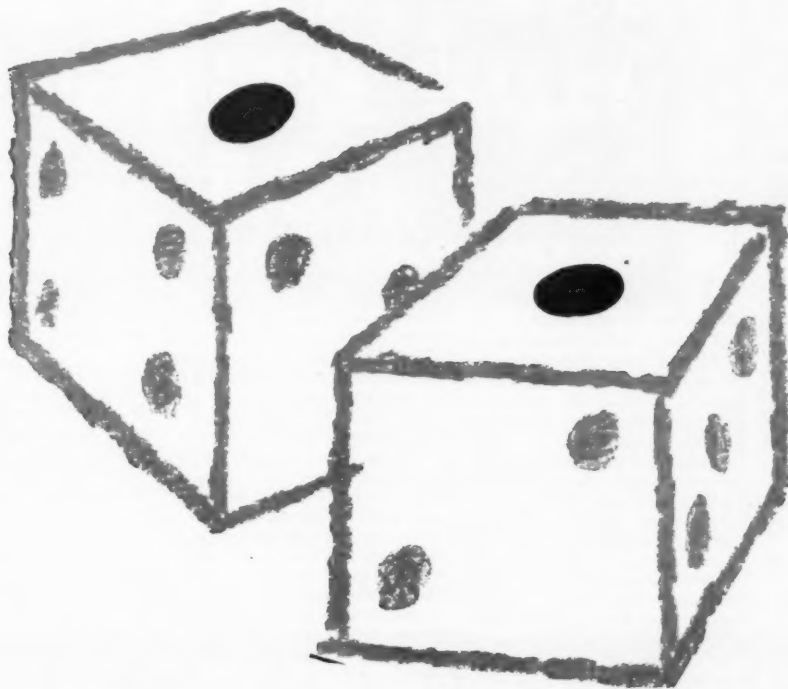
This, Prof. Peterson says, results in an editorial formula which a magazine is likely to adhere to month after month and even year after year. To discover such a formula, he says a reader has to examine critically only a half-dozen issues of a magazine.

Plastic Block Hikes Budget

Plastic Block City Inc., Chicago, national distributor of Block City and Block Town plastic toy construction sets, has increased its Sunday newspaper comic section advertising for a Christmas promotion. Four-color half-page insertions will run in 26 Sunday newspapers, featuring miniature interlocking block city blocks. Ovesey, Berlow & Straus, New York, handles the account.

Goodyear Promotes Carroll

Paul T. Carroll, senior staff man in the advertising department of Goodyear Tire & Rubber Export Co., Akron, since 1949, has been promoted to assistant manager of the department.



than others

It isn't by chance... it's by choice that television advertisers concentrate on the markets represented by NBC Spot Sales.

They know that television can sell more customers in markets where set saturation is highest.

In the 8 major markets where television stations represented by NBC Spot Sales are located, 75% of the families have television sets — compared to an average saturation of 58% for all other television areas. In addition, these 8 markets account for one-half of all U. S. television homes.

Yes, some markets are better than others for the television advertiser — so when you want to get the most out of spot television, call NBC Spot Sales.

representing
TELEVISION STATIONS:

	WBZ-TV	Boston
	WNBK	Cleveland
	WNBW	Washington
	WRGB	Schenectady-Albany-Troy
	WNBT	New York
	WNBQ	Chicago
	KNBH	Los Angeles
	WPTZ	Philadelphia
	KPTV	Portland, Ore.

representing
RADIO STATIONS:

	KOA	Denver
	WRC	Washington
	WNBC	New York
	WMAQ	Chicago
	KNBC	San Francisco
	WTAM	Cleveland



NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Cleveland Washington San Francisco

Los Angeles Charlotte* Atlanta* *Bomar Lovrance Associates

**HELENA
RUBINSTEIN,
Cincinnati
women
saw red!**

And with ample reason. After all, they couldn't miss those eye-catching lip-stick color ads your company placed in the Times-Star last year! As a matter of fact, Helena Rubinstein color ads, together with those from other advertisers, placed the Times-Star first among all U. S. six-day newspapers in r.o.p. color lineage during 1951. Thanks, Madame Rubinstein, for helping us to publish a more interesting and colorful newspaper for our feminine readers in the greater Cincinnati area.

Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING
Trade Mark Registered

Issued every Monday by Advertising Publications, Inc., 200 E. Illinois St., Chicago 11 (DE 7-1336), 901 Second Ave., New York (MU 4-8100), National Press Bldg., Washington 4, D. C. (No. 7459); G. D. CRAIG JR., president and publisher, S. R. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS, vice-presidents, C. B. GROOMES, treasurer. Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

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San Francisco (3): Simpson-Rally Ltd., 703 Market St., Wm. Blair Smith, Mgr.

16 cents a copy, \$3 a year, \$5 two years, \$6 three years in U. S., Canada and Pan America. Foreign \$4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Those Obstreperous Western States

In this issue, **ADVERTISING AGE** presents a special section devoted to taking a look at the economy of the 11 western states, and the marketing opportunities they offer to advertisers.

The West deserves this attention because of its continually growing importance, and because its growth in population, income, employment, sales and other indices is larger than the growth of the country as a whole.

But the West deserves special attention in an advertising and marketing publication for even more potent reasons than its growth as a market. The West deserves the special attention of advertising and marketing executives all over the country because it seems to be the incubation ground for most of the innovations in merchandising and marketing of the past couple of decades.

In the almost-forgotten days of the depression, a revolution in drug marketing—the "pine board" store—was nurtured on the West Coast. In retrospect, this revolutionary notion of cutting prices to the bone and selling merchandise in a warehouse atmosphere, with practically no attention to fixtures or normal retail protocol, seems to have been the forerunner of all the restless efforts to develop new systems of moving merchandise at retail.

The supermarket, that revolutionary device which has upset retailing in so many lines, was largely a West and Southwest innovation. The drive-in restaurant, the shopping center located in an open area with plenty of parking space, the self-service gasoline station, the motel, the freezer-food plan—all these and many other marketing innovations have come out of the West.

Some of these things are dictated by the climate and geography of the country, plus the extremely important fact that the West has developed during the automobile age, and is more nearly geared to the advantages and limitations of private automobile transportation than any other section of the country. But all of them are evidence of the restlessness of spirit, the contempt for convention, and the willingness to experiment which normally marks a civilization on the march, as against one which has reached or approached maturity.

Thus the West becomes important to the East in a far more important sense than merely as an added, and growing market. Its role as the incubation center for new marketing ideas is so important that what happens in the West must be of concern to all marketers everywhere.

More often than not, what happens in marketing in the West today happens in the Midwest or the East tomorrow.

Are Business Papers Small Potatoes?

A good many advertising men must have raised their eyebrows over the recent report by Associated Business Publications listing the 1951 business paper expenditures of 489 advertisers.

Most people not intimately associated with the nation's business press have a notion that business papers are "small potatoes" as an advertising medium. But the report shows that General Electric put \$1,800,000 into business papers last year, and even in these days that isn't small potatoes.

Seventeen individual advertisers are listed by ABP as investing \$500,000 or more in business paper space last year, and 61 are reported to have put \$250,000 or more into them.

These figures compare quite favorably with those for other national media, as those familiar with the business press have known all along.

Publication of the data should not only serve to inform the advertising field generally of the importance of the business press, but should also remind advertisers in that press that they are in the "big leagues" here as well as in other media. They should particularly remember that they are competing against first-rate copy and art...and make certain that their own copy and art are first rate, too.



—Lichty, in the Chicago Sun-Times
"Well, kids... what did the teacher learn from you at school today?"

What They're Saying

Two Distinct Groups—and Both Are Management

I humbly suggest here that the American press, both public and industrial, could go a long way toward correcting this "labor and management" misconception if the correct terminology of "union management" and "company management" were substituted for the present misleading phrase.

The word "labor," as generally used by the press, actually means a small group of people who represent the total union membership, whereas "management" means a small group of people who represent the stockholders or owners of the company. Collective bargaining negotiations and agreements, then, result from the meetings of two distinct "management" groups, the one representing employees and the other the stockholders or owners—"union" management and "company" management.

—From "Red Herrings, Mink Coats and Management," by Robert D. Breth, in the Management Review, reprinted in booklet form by American Management Assn.

A New Look at Distribution

In connection with the Committee for Economic Development, the Department of Commerce is undertaking a special survey dealing with the possibilities of distribution when the tempo of defense activity slows down. When that time arrives, private enterprise and not the government must carry the burden of keeping our amazing production capacity at work.

To do that job our business men will need authentic information on the potential market for goods and services which will be available or may be developed for a civilian peacetime economy. It will be published by Jan. 1, 1953.

I, of course, wish not to give the impression that the defense effort will have tapered off by the first of next year. It would, however, in my opinion be unwise to wait until this occurred before planning for what must be done when it does occur.

An advisory committee of 19 outstanding business executives

and economists has been appointed to help assure that the report will be realistically related to the needs of industry. I hope that this study will provide information helpful to American business men upon which they can plan ahead to maintain high productivity.

This market analysis will be somewhat similar to the study entitled, "Markets After the War," published by the Department of Commerce and the CED in 1943. At that time you may recall that it was popular to predict a thunderous postwar crash. The American people, it was said, could never absorb the flood of goods which our wartime expanded industries were capable of producing. The conclusions of our 1943 study were at variance with those dire predictions but they proved to be substantially accurate and helpful.

—Secretary of Commerce Charles Sawyer, speaking at the 20th anniversary luncheon of the Sales Executives Club of New York, Sept. 9.

In Spite of Obstacles

Soaring postal rates and production costs aren't a blessing, to be sure. But make no mistake about this: The resourcefulness required to overcome them—and they will be overcome—will itself enhance the effectiveness of direct mail advertising as a whole. If increasing costs spur the creative minds of direct mail advertising to reduce intellectual and material waste ever so little, the result can be nothing but beneficial. Direct mail advertising, in short, may very well be on the threshold of greater effectiveness, not in spite of the obstacles arranged against it, but because of them! Increased costs demand keener creation, sharper planning, more thoughtful production, closer supervision, more intelligent use, and more constructive selling...and any printed piece or program, given such disciplined attention by competent creative people, is certain to be more effective than any printed piece or program which is born of extravagant inattention.

—"The York Trade Composer," issued by The York Composition Co., York, Pa.

Rough Proofs

Wes Nunn disregarded all traditions of the advertising business by having his picture taken at the ANA convention with a teacup in his hand.

"Should cheese cake be used at trade show exhibits?" asks a writer in *Industrial Marketing*.

It's one way to keep the tired business man from being so tired.

An agency looking for a creative researcher says he must be "aggressive, cooperative, productive, eminently practical."

When you find a lad who is aggressively cooperative, you've got something.

Canada keeps its eye on the ball, writes Bruce Bradway in the world's greatest advertising journal.

And also, as the home of big league hockey, on the puck.

Arno Johnson tells life insurance men they don't do enough advertising, the story says.

The underwriters may reply in kind by saying that admen don't have enough life insurance.

Prosperity depends on what can be sold, the economists told the ANA, even though some of the biggest of the breed have convinced Washington that it's just as good to give the stuff away.

One of the most disillusioning aspects of a national political campaign is the constant revelation that some of the finest gems of thought offered by the candidates are the product of professional speech writers.

People used to mark the beginning of fall by referring to the burning of leaves or the thud of the football, but now they simply note the appearance at the filling stations of the anti-freeze posters.

Gladys the beautiful receptionist says she sees Kaiser-Frazer is going to make sports cars with plastic bodies, and she isn't sure they will appeal to her and her boy friend.

"Is the boss yelling for more 'what'll it do for the customer' emphasis in your copy?" asks a classified advertiser.

The answer is no, unless the sales curve has taken a sudden nose dive.

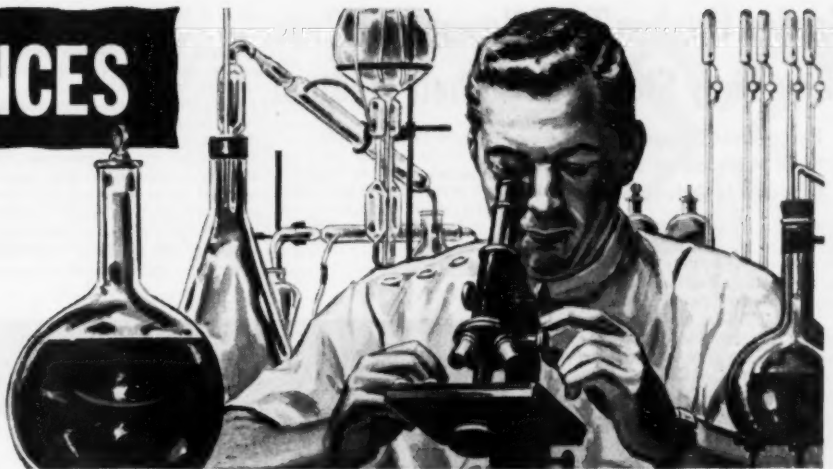
The only man in Washington who seems to be really worrying about government deficits and trying to do something about them is Postmaster General Donaldson.

The movie exhibitors are counting heavily on two new developments to boost lagging box office receipts: Lowell Thomas' new three-dimension pictures, and those containing Marilyn Monroe.

COPY CLUB

RESEARCH ADVANCES

The Delaware Valley looks to the future through the test tubes of great industrial laboratories. Giants of industry like duPont, General Electric, Westinghouse, Philco and RCA build and extend research facilities here. Others, too . . . Certain-Teed, Rheem, Burroughs, Sharp & Dohme, Pennsylvania Salt . . . boost the Valley's reputation as a major research center.



IN DELAWARE VALLEY U.S.A.

THE GREATER PHILADELPHIA MARKET

THE WORLD'S GREATEST INDUSTRIAL AREA strides ahead in seven-league boots these days! Under construction or planned in the Delaware Valley are plant facilities worth \$1½ billion . . . and thousands of new homes for the Valley's 1¼ million families. Think of the market possibilities in this booming area where last year's retail sales topped \$4,762,100,000!

1940 — POPULATION

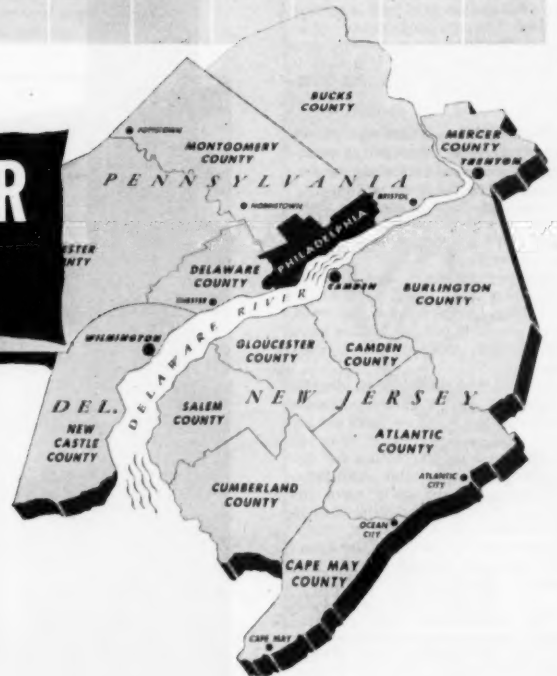


1952 — POPULATION



WHERE THE FIRST NEWSPAPER LEADS THE ADVANCE!

THE PHILADELPHIA INQUIRER LOOKS AHEAD to new heights of achievement for the Delaware Valley. Its continual efforts to step up the pace of Valley development have won leadership for **THE INQUIRER** throughout this *whole* area. **INQUIRER** influence with readers pays dividends in growing advertising linage . . . and boosts sales for hundreds of national and local advertisers.



Now in its 19th
Consecutive Year of Total
Advertising Leadership
in Philadelphia!



The Philadelphia Inquirer

Constructively Serving
The World's Greatest Industrial Area

Gordon Hughes Tells Newspaper Reps How They Should Sell Their Medium

Researcher Suggests Four Methods of Selling Medium to Advertisers

CHICAGO, Oct. 14.—Newspapers must do more than merely advertise themselves, they must sell themselves to advertisers, Gordon Hughes, market research director of General Mills Inc. and president of the American Marketing Assn., told the Newspaper Representatives Assn. of Chicago today.

Mr. Hughes criticized the newspapers for approaching advertisers with nothing more than lineage and circulation figures. He said they must be able to present facts on the character of their readers and on the impact of copy.

The failure of the medium to do this, he asserted, is responsible for the fact it has lost the 16% lead it had over magazines in 1950. He reminded the representatives that by 1951 this lead had dropped to 7% and that in the same period of time total advertising had increased 15%.

■ He pointed to the work being done in audience and impact studies by magazines and by the radio and television stations and networks as examples to be followed by the newspapers.

This is the kind of work newspapers pioneered in 23 years ago with such things as the Parent-Teachers Pantry Studies.

Mr. Hughes, who had begun his advertising career with the *Minneapolis Star and Tribune*, said he spoke as "a newspaper man to newspaper men" rather than as GM market research director or the AMA head.

He said that the kind of economy we are in and will continue to face has changed since newspapers began their merchandising studies 23 years back and that it calls for changes in selling techniques.

■ "Twenty-three years ago all we had to do was advertise a product and we could expect the housewife to go to the store and buy it," he asserted. "But today, Mrs. Consumer wants to be told why she should buy a product. And so does the advertiser."

Our population is increasing at a monthly rate equal to the size of a city like Syracuse, he said. In 12 years, 40,000,000 babies have been added, 40,000,000 new consumers.

He told the group that, despite what they might believe, income has gone up. We now have an income one-third greater than in 1940, even after correcting for depreciation of the dollar. And families as spending units have increased from 39,000,000 in 1940 to 53,000,000 now.

However, he said that the economy was not as rosy as all that made it sound.

■ The break-even point for industry and manufacturers is now so high, he asserted, that a very little difference in costs or a mistake in research can mean the difference between profit and loss.

Because of this, advertisers are always open to new marketing tools, and this is the kind of service newspapers should present.

He said that the tools for the job are at hand, and that the newspapers can operate in four general areas:

1. By merchandising information on store audits, consumer panels and brand preference studies.

He said that the 13 store audits conducted by 13 newspapers a couple of years ago had been a wonderful thing, but that today

only seven of these survive.

■ The expenses of such research can only be justified if the newspapers put them to use, he asserted, and named the *Chicago Tribune* as one paper which has

done a terrific job in merchandising its consumer panel. One example of this is the series of articles by George Brown which is running in *ADVERTISING AGE*.

2. Ratings should be emphasized over lineage figures. At GM, Mr. Hughes pointed out, they can always find the information they want on lineage. What they are interested in is the kind of impact ads have on the paper's readers. He pointed to the continuing studies of the Bureau of Advertis-

ing, ANPA, and of the Advertising Research Foundation as the kind of help from newspapers his company finds invaluable.

■ 3. Audience evaluation rather than circulation figures are what the advertiser needs. It is simple for the advertiser to find circulation out for himself. But a newspaper can sell itself by telling the advertiser about its readers, what they do, what their buying habits are, their earnings, etc.

He gave an example from his company's experience of how newspapers sometimes fall down on this job. When General Mills decided to go into the Negro market, it went to large-city newspapers where there are large concentrations of Negro population to find out about the market. They went to them rather than Negro publications because they felt Negro publications would exaggerate their claims. They were appalled to find the complete lack of in-

Which Architectural Magazine

Ask Architects and Engineers!

They prefer. Architectural Record to any other technical magazine. Fact-seeking manufacturers of building products keep asking them what magazine they find most useful in their work. In recent years the results of 42 such investigations sponsored by advertisers and agencies have been made public. In 36 out of the 42 studies Architectural Record was the first choice of architects and engineers.

Behind the strong reiterated preference of architects and engineers for the Record are unequalled quantity and quality of editorial content.

In the first six months of 1952 Architectural Record served its readers with 812 editorial pages. This was a 69% margin over the next architectural magazine and the largest six-month editorial volume published by any architectural magazine in the past ten years.

Qualitatively the Record is even more impressive. Architectural Record is the one magazine edited specifically for architects and engineers. It is:

- the one magazine whose editorial emphasis on individual building types is timed by F. W. Dodge statistical summaries of building planning activity to be of constant maximum value to architects and engineers;

- the one magazine whose editorial content is balanced issue by issue (with the aid of Dodge Reports) in terms of the known interest of active architects and engineers in design of all types of buildings—nonresidential and residential.

These are the exclusive editorial reasons why architects and engineers value Architectural Record—and read it—more than any other technical magazine.



formation the newspapers had on this large market.

■ He suggested that newspapers use a very low-cost and effective method of getting facts on their readership. They can send a sample of their list of subscribers to the Census Bureau which has all these facts tabulated and which it can supply, although it cannot release the lists.

4. Advertisers are interested in knowing what kind of copy has

the best effect.

General Mills, he said, has experimented with all kinds of copy. Research once showed that its ads for Gold Medal flour were being directed at the older housewife, which is commercial death to any company, and it was able to alter its copy.

He again mentioned the *Chicago Tribune* and its recent work in studying copy impact as an example of the kind of help adver-

tisers want.

Newspapers, he concluded, have three advantages which could enable them to regain their position in this field.

1. Awareness of the job to be done.
2. The framework within which to work, i.e., a well defined universe for action.
3. Experience in what the advertiser needs through the fact that newspapers started with and continued to have retail contacts.

Pa. News Publishers Elect

James S. Lyon, general manager of the *Washington Observer and Reporter*, has been elected president of the Pennsylvania Newspaper Publishers' Assn. Other officers elected are Leon C. Anderson, publisher of a chain of weeklies in western Pennsylvania, v.p., and Richard A. Swank, publisher of the *Duncannon Record* and the *Lemoyne West Shore Times*, re-elected treasurer. Theodore A. Serrill continues as general manager.



stop...

wasting your precious time wondering how to route your advertising to business and industry... focus your orbs on a weekly newsreview tightly edited for fast, informative reading... expertly produced by a special staff of writers and editors supported by the world-wide resources of *The New York Times*... an alert, up to the minute news package... wrapped up late Saturday, eagerly opened in more than a million homes early Sunday... the REVIEW OF THE WEEK.



look...

at its high calorie coverage... concentrating a potent 94% of its 1,100,000 circulation on the most bountiful market in America... directing its fire power on the 650 golden counties in the country that do 93% of the manufacturing... magnetically attracting to its pages the businessman's businessmen... the resourceful, persuasive, informative REVIEW OF THE WEEK.



and listen...

to as sweet a sales story as ever bent the ear of a businessman... an all-around advertising medium, pegged at the lowest cost per thousand for calling on business executives... fashioned to function in any kind of way for your advertising program... a pitchman for your product, a friendly stage for your public relations... called the REVIEW OF THE WEEK and published every Sunday exclusively in *The New York Times*.

The New York Times
REVIEW OF THE WEEK

Best Serves READERS and ADVERTISERS?

Ask Advertisers and Agencies!

When you are picking the right architectural magazine for your building product advertising, look at the consensus of leading building product manufacturers and their agencies as revealed by their own choice of media.

You'll find that:

- year after year—and again in 1952—more advertisers have placed more pages of advertising in *Architectural Record* than in any other magazine in its field;
- in the first eight months of 1952 the *Record* carried 52% more pages of advertising than the second ranking architectural magazine;
- and in the first six months of 1952, 497 manufacturers, or two-thirds of all advertisers in national architectural magazines, were in the *Record*.

Here are the three basic reasons why *Architectural Record* is preferred by advertisers:

- (1) *circulation*: *Architectural Record's* architect and engineer circulation is at an all-time high. And these architects and engineers verifiably design 83% of the total dollar volume of all architect-engineer designed building.
- (2) *readership*: In 36 out of 42 readership studies, sponsored by manufacturers of building products and agencies, architects and engineers have voted the *Record* their preferred magazine.
- (3) *cost*: You can reach the most active, most concentrated audience of architects and engineers in the *Record* at the lowest cost per page per thousand!

We mean it — ask Architects and Engineers!

Editorial values are the source of all advertising values. We urge you to find out for yourself what architectural magazine best serves architects and engineers. They can tell you.

McDonogh, No. 39 Elementary School, New Orleans, first presented to architects and engineers in *Architectural Record*.
Architects: Freret & Wolf; Goldstein, Parham & Labouisse; Curtis & Davis.
Photographer: Joseph W. Molitor



Architectural Record

119 West 40th St.
New York 18, N. Y.
L.Ongacre 3-0700

"Workbook of the active architect and engineer"



Where... can you
buy an audience
of more than
a million families
with incomes
double the
national median...
for \$2.15 per page
per thousand?



Only in...
THE ELKS
MAGAZINE

NEW YORK • CHICAGO • DETROIT • LOS ANGELES

Wilkins Introduces New Instant Coffee

WASHINGTON, Oct. 14—John H. Wilkins Co., the leader in coffee sales here, introduced a new instant coffee last weekend with a 48-hour saturation campaign.

More than \$10,000 was spent for radio and TV spots in a 48-hour period, to call attention to full-page newspaper ads announcing the product.

The newspaper ads are all text and are devoted to a message from John H. Wilkins describing the new product as the best instant coffee being produced. The company offers to provide a dissatisfied customer with two jars of any other instant coffee, in exchange for a jar of Wilkins.

The ad emphasizes that instant coffee at its best cannot equal regular coffee and urges coffee drinkers to remain with regular coffee if they have time to make it properly.

■ M. Belmont ver Standig, who recently took over the Wilkins account, said demonstrators will be offering Wilkins coffee throughout the city this week. Radio and TV personalities are appearing at stores in support of the campaign.

The campaign is designed to include Washington's large Negro population. In addition to the four general newspapers—the *News*, *Star*, *Post* and *Times-Herald*, Wilkins is using the *Afro-American*. It has hired 50 Howard University co-eds as demonstrators in sections of the city with large concentrations of Negro population.

Mr. ver Standig said careful measurements are being made of the effectiveness of the saturation technique.

Getting Personal

National Broadcasting Co. President **Joseph H. McConnell** will represent the field of communications at the Manhattan College centennial year symposium devoted to the "America to Be," on Oct. 23. **George N. Farrand**, assistant treasurer of Young & Rubicam, has been reelected chairman of the Advertising Agency Financial Management Group. The group consists of financial executives from 40 New York agencies...

Agency president **Robert Otto** and his wife are on a two-month trip through Europe. Mr. Otto will review 1953 plans with his agency's affiliates abroad. **Joan Lawrence**, ad manager for Friedman Silver Co. and Revere Silversmiths Inc., married Robert L. Moore Jr. in New York, Sept. 25...

An exhibition of 16 woodcuts by **Norman Kent**, art editor of *True* magazine, is currently being shown at the Casa Americana in Barcelona, under the auspices of the cultural section of the U. S. consulate general...



ADMAN TURNED AUTHOR—V. V. Masterson (left), assistant director of advertising and publicity for the Missouri-Kansas-Texas Lines, turned author Sept. 25, when the University of Oklahoma Press published "The Katy Railroad and the Last Frontier," a 312-page, five-year job. Mr. Masterson is shown here with Advertising Manager Harry F. Tate Jr., checking some of the displays distributed to book dealers throughout the Southwest.

The scholarship fund award created by the Advertising Women of New York, commemorating its 40th anniversary, has gone to **Susan McCall** of J. Walter Thompson's New York office. The award is a \$1,500 two-year fee-exemption at New York University. Miss McCall has already completed two years at NYU...

E. Bradford Hening, president of Hening & Co., Philadelphia agency, is delivering a series of lectures on advertising at the evening school of real estate instruction sponsored by the Philadelphia Real Estate Board. **Arthur C. Kaufmann**, executive head of Gimbels, Philadelphia, has added another foreign honor—that of a Chevalier in the Ordre du Merite Commercial, given by the French government for development of economic relations between France and U. S. . .

Taylor Adams, Young & Rubicam executive, has been elected a director of United Cerebral Palsy. Mr. Adams is founder and director of Pemberton House, a New York residence for young men afflicted with cerebral palsy...



THE WINNERS—Champions of the New York Advertising Softball League pose with Kudner Agency executives for their victory portrait. Left to right, front row, are: Roy Rowland, leading pitcher with a 15-1 record; E. J. Owens, v.p.; J. H. S. Ellis, Kudner president; Frank Glenn, Alex Aitchison, team manager. Back row: Frank Biondo, Robert Layton, John Ficarelli, Vincent Schifano, Craig Ward, Robert Flynn and Edward Risucci.

Hans H. Tuxen, commercial manager of Radio Saarbrücken, the only commercial station in the whole area that was greater Germany, is in the U. S. studying radio and television techniques. **Huber M. Gemmill**, field circulation manager for McGraw-Hill, has been appointed a director of the First National Bank & Trust Co., Summit, N. J. . .

Another Connecticut insurance man is going into politics. **Stanley F. Withe**, director of advertising and publicity and safety education for Aetna Life Affiliated Cos., Hartford, has received the Republican nomination for representative in Burlington...

Tom Hastings, Minneapolis adman, has purchased Curly's Theater Lounge, one of the city's night spots, and will rename it The House of Hastings. He will retain his position as director of special sales and promotion with Louis F. Dow Co., St. Paul advertising specialty firm. He formerly was general manager and sales director of Schmidt Brewing Co. . .

ERWIN, WASEY!

Erwin, Wasey & Co.—one of America's most successful agencies for the past thirty-nine years—placed four of its major accounts in TRUE CONFESSIONS this year. These accounts were Carnation Company, Free Sewing Machine Company, Zonite Products Company's Zonite and Zonitors.

The advertising for each of these products *must* reach the mass woman's market. Here are some of the reasons why Erwin, Wasey & Co. knew TRUE CONFESSIONS would help do this all-important job:

1. At the *Newsstands* TRUE CONFESSIONS is second among all women's magazines, outselling such service leaders as McCALL'S, WOMAN'S HOME COMPANION and GOOD HOUSEKEEPING, such circulation giants as LIFE, COLLIER'S and LOOK. (A. B. C. Dec. 31, 1951)

2. TRUE CONFESSIONS has the *youngest* adult woman's audience of any magazine studied by Starch.

3. And this young TRUE CONFESSIONS' market can't be reached through other kinds of magazines. Only 10% of TRUE CONFESSIONS' 2,200,000 women readers read the largest of the Service Magazines (LADIES' HOME JOURNAL) and only 13% read LIFE. (Starch)

For further information just write or call your Fawcett office in New York, Chicago, San Francisco, Los Angeles, or Detroit.

TRUE CONFESSIONS • A Fawcett Publication

THERE WAS A WAY...



TODAY, THERE IS A BETTER WAY...

Once it was almost easier to do without butter than to take a turn at the churn. Modern dairy methods however, like today's improved media selection, have helped produce far better results.

To give your advertising an efficient, low-cost yet vital "Sunday Punch," FIRST 3 Markets Group offers you the FIRST Sections of the FIRST Newspapers of the FIRST 3 Cities of the United States. And, in these Sections, the finest Rotogravure and Colorgravure reproduction assures you maximum package and product EYIdentification.

There is a better way to sell your product... use

The group with the Sunday Punch



FIRST 3
MARKETS GROUP

*New York Sunday News
Chicago Sunday Tribune
Philadelphia Sunday Inquirer*

*Rotogravure • Colorgravure
Picture Sections • Magazine Sections*

*New York, 17, N. Y. News Building, 220 East 42nd Street, VAnDerbilt 6-4894 • Chicago 11, Ill., Tribune Tower, SUperior 7-0043
San Francisco 4, Calif., 155 Montgomery Street, GArfield 1-7946 • Los Angeles 17, Calif., 1127 Wilshire Boulevard, MIchigan 0259*

IMPORTANT

TSWG's new rates, based on the new guarantee of 5,400,000 copies go into effect with the April 1953 issue... BUT

P.S....remember, TSWG is edited specifically largest market for consumer goods in our

TRUE STORY
Women's Group

MACFADDEN PUBLICATIONS, INC.

305 East 42nd Street, New York 17 • Offices: Chicago • San Francisco



NOTICE

.... all orders received on or before
December 1st, 1952, will be protected
at present low rates throughout 1953.

To insure your protection — act now!

*for the great wage-earner market,
economy today!*



You Ought to Know . . . Henry Little

Henry G. (Ted) Little, newly elected president of Campbell-Ewald Co., Detroit's largest agency, decided 33 years ago to enter advertising rather than college. He never did go to college, but he has risen to the top in his chosen profession.

Mr. Little decided on advertising after he graduated from high school in Hollywood, Cal. "Didn't know what an advertising agency was

at the time," he recalls, "but when I looked under 'advertising' in the telephone book, I decided that an advertising agency must be engaged entirely in advertising and, therefore, would be more to my liking than a job in, say, the advertising department of a department store."

Mr. Little wrote letters to three Los Angeles agencies. All three granted him an interview and two offered him jobs—as an office boy. He selected Lord & Thomas—"because I probably liked the people I met there better," says Mr. Little.

Looking back to his start in the business, Mr. Little thinks it fortunate—for him—that Robert P. Crane was office manager of L&T in Los Angeles. He believes Mr. Crane was one of the best writers ever developed by Albert D. Lasker.

While a \$15-a-week office boy, Mr. Little was introduced to the creative side of advertising by Mr. Crane and Hill Blackett, another L&T executive on the West Coast at that time.

"Before I graduated to be a copywriter," Mr. Little says, "they put me through virtually every phase of an agency's operation, with the exception of media. I worked in the service department, did a great deal of research, did some publicity, and, in general, got a rather liberal education while on the job."

After he was with the agency for two years, Don Francisco, ad manager of Sunkist, joined L&T, and Mr. Little names him and Mr. Crane as the ones "who did more to shape my career than any other dozen men I can think of."

For a while Mr. Little headed up the art department in the agency's San Francisco office, but he soon became anxious to return to copywriting. Mr. Little did return to writing and he feels today that this played an important part in his career because, as he points out, "writing, as so often happens, led to contact work. By 1935, I had so many accounts to serve—six if I remember correctly—there was no time to write."

On an eastern vacation trip in the summer of 1935, Mr. Little stopped off to visit some L&T friends in Chicago and stayed six weeks because the staff was under strength and needed help in making a presentation for the Frigidaire account. L&T got the account and when it became necessary to open an office in Dayton, Mr. Little was given the job as manager.

Mr. Little stayed in Dayton until early 1940, when Mr. Lasker decided executive responsibility for the account should be in New York. Mr. Little disagreed and as a result left L&T after 21 years.

He was immediately contacted by Roy Durstine, who had just left BBDO and had established a business in his own name. Mr. Durstine was soliciting the Crosley account and when he landed it, he placed Mr. Little in charge of the Cincinnati branch. Mr. Little continues the story in his own words:

"Just before the end of the year was up, in February, 1941, I was offered the advertising manager-ship of the Nash Motors division of Nash-Kelvinator in Detroit. Ev-

er since I had first come east and worked with the Frigidaire and General Motors people in Dayton, I had a great yen for the automotive business and so promptly accepted the job on the basis that this was likely to be the best opportunity I'd have to get into it."

But Ted Little never got his chance with Nash, because war broke out and auto production stopped. However, he did stay with Nash-Kelvinator as ad manager during the greater part of the

war and helped to develop an institutional campaign that is rated one of the best done by a corporation for the war effort.

Then, continues Mr. Little, "in June, 1944, Henry Ewald sent for me and told me that his general manager had resigned. By this time—and doubtless because of the fact that while I was with Nash there was very little need for any selling or advertising, or else because by then I knew that



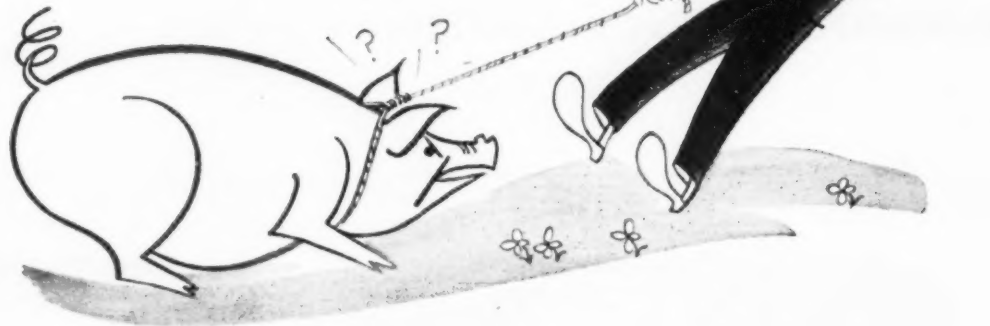
H. G. Little

To reach businessmen, you don't have to go whole-hog for mass circulation. *Forbes* delivers the "chops" — not at whole hog cost. It singles out only the *Decision Men* of business.

why
buy
the
whole
hog...

The readers of *Forbes* have money and are making money. Ninety-three per cent are over 35 — men who have reached the Age of Control. Ninety-five per cent own corporate stocks. Their families, on the average, have holdings in 11.6 companies and own 1,821 shares.

And the readers of *Forbes* are continually making decisions. Thirty-one per cent of *Forbes* subscribers in business are presidents, chairmen of the board, or owner-partners. Another forty-three per cent are top officers or operating executives.



when
you
just
want
chops

What draws these *Decision Men* to *Forbes*? Editorial material that is straight from the shoulder! Take for example the Annual Report Rating Issue, out August 15th, evaluating reports of 300 leading corporations. Some look impressive — but how much of them is solid fact and how much is four-color window dressing? Features like this have built *Forbes*'s circulation to over 123,000 — nearly double that of five years ago.

To cut the fat out of your advertising budget, to get down to pure pork-chop circulation — call CHelsea 3-8600 in New York. Or write to *Forbes* Magazine, 80 Fifth Avenue, New York 11, New York.

The magazine of business and finance

FORBES

concentrates on **decision men**

**New Sales Opportunities
for Fishing Tackle and
Equipment Manufacturers**

It will pay to investigate this new tackle and equipment merchandising medium. Write or phone Fred E. Owens, Publisher.

**Fishing Tackle
TRADE NEWS**

Write to Illinois • Phone Wichita 4714

I would some day be back with my first love, the agency business—I promptly accepted his very generous offer. That put me a lot closer to the automotive picture, because, of course, Campbell-Ewald served Chevrolet.

"A little over a year later I got even closer when Bob Crooker, the top man on the account and one of the best automotive advertising men that ever came down the pike, left to live in California because of his health.

"So ever since the latter part of 1945 my chief responsibility, and virtually the only one I've had, has been Chevrolet. I've never been happier in my work, which is now a combination of the agency business and the automotive business. I am sure that very few men in their entire career have been so blessed, and it's something that I thoroughly appreciate and understand."

● Mr. Little said as president of

Campbell-Ewald he will still be close to Chevrolet, adding: "At the same time it establishes an organization pattern within the agency which should help us develop and grow stronger over the years ahead. I am sure that Mr. Ewald's move—to realign his top management people while he is still active in the business—is one of the wisest that has ever been made by an agency head."

Mr. Little concluded: "Just as Crane and Francisco

had almost everything to do with my start, so have Lasker and Ewald shaped my career in later years. I don't think too many advertising men have had training under both of these leaders, and in that I feel most fortunate.

"After 33 years in the advertising business—all but four of them in agency work—I feel in a way that I'm just beginning, and I'm looking ahead to the next decade or so with the feeling that I'm going to be happier than ever be-

fore, and in view of what's happened in the past, that's saying a lot."

Says Appliances Will Double Sales by '60

New York, Oct. 14—A steady growth in appliance sales is predicted for the next eight years by *Electrical Merchandising*, McGraw-Hill publication.

On the basis of information supplied by manufacturers, the magazine estimates that more than twice as many dryers, ironers and ranges will be sold in 1960 as will be sold this year. Almost twice as many automatic washers will be bought, about one-fourth more refrigerators and 83,000 more conventional washers.

The predictions indicate a steady growth for most appliances, although refrigerators and conventional washers will suffer some temporary setbacks in the mid-'50s, the magazine says.

Trade Assn. Names Jacobi

Frank C. Jacobi Advertising, Chicago, has been appointed to handle advertising and public relations for the Village Market Trade Assn., La Grange, Ill., promoter of a 28-store shopping center.

New England Admen to Meet

The New England Newspaper Advertising Executives Assn. will hold its annual meeting in Boston Oct. 27-28. Election of officers for the coming year will be an outstanding feature of the gathering.

Carr Joins Cleveland Agency

Charles N. Carr, formerly with the Bethlehem Steel Co., Bethlehem, Pa., has become an executive with Fuller & Smith & Ross, Cleveland, and has been assigned to the Westinghouse account.

Fisher Named Pepsi A. M.

E. R. Fisher, formerly creative advertising supervisor of Trans-Canada Air Lines, Montreal, has been appointed advertising manager of Pepsi-Cola Co. of Canada Ltd., Montreal.

Thor Names Simpson a V. P.

Thor Corp., Chicago manufacturer of home appliance products, has appointed Frank J. Simpson v.p. in charge of sales. Mr. Simpson formerly was southern division sales manager.

FORBES

FACTS AND FIGURES

Facts: 83.91 per cent of *Forbes* readers are over 40 years of age . . . *Decision Men* in the *Age of Control*. Building . . . operations . . . maintenance . . . advisory, etc., are daily activities of *Forbes* men in the *Age of Control*. Family life . . . public life . . . club life . . . church operations, etc., with millions of dollars of buying activity are also supervised by *Forbes* men in the *Age of Control*.

In thousands of corporations and businesses you have no order, no dotted line signature until you have the approval of a *Forbes* man in the *Age of Control*. *Forbes* presents such an audience — with no frills, no extras, no waste.

74 per cent are administrative and operating executives in business. Their authority to make decisions has been earned.

Home ownership is high, totals 71.9 per cent of *Forbes* readers. 50.2 per cent own other property. And add to these facts the following: 93.5 per cent help direct the purchasing and management of at least one outside activity. 72.23 per cent are in fraternal and veterans' organizations. 70.55 per cent are members of religious groups, while 34.66 per cent are active in social welfare. *Forbes* delivers a depth of influence and opportunity for decisions that few publications, if any, can offer in every facet of business and community life.

And 91.24 per cent have incomes over \$5,000 a year. 95.3 per cent own corporate stocks (an average of 1821 shares). 73.9 per cent own government and municipal bonds. 70.4 per cent have brokerage accounts. Such financial strength is extraordinary among business magazine readers.

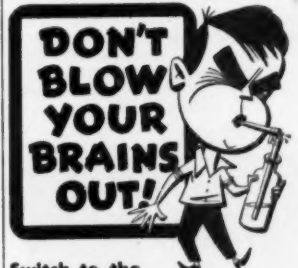
★ Editorial features this month

● **October 15 Issue**

Cover story is "Big Tobacco" — an all-around study of the American Tobacco Company. With three major brands, American has smoke-screened a third of the industry's market — yet, it's caught in a profit squeeze! Read how George Washington Hill's "hard sell" put Luckies in the top spot — how and why their sales have declined steadily since his death. It's all here in *Forbes*, October 15.

● **November 1 Issue**

"Yankee-Type Rebels" — a sequel to "Big Tobacco." Here, you get the full story on the meteoric rise of the R. J. Reynolds Tobacco Company — how Yankee-hating Josh Reynolds parlayed his Burley-blended Camels into the world's number one brand. *Humanizing* business news is a *Forbes* specialty. That's because *Forbes* writers do not dote on facts alone — they dig into backgrounds, come up with the story behind the story. *Decision Men* want this kind of business news. That's why they keep buying *Forbes*.



Switch to the EASIEST of all fixatifs to use



Krylon covers faster and better than old-fashioned fixatifs. But Krylon does more than fix. It adds sparkle and luster to layouts, charcoals, photographs and retouchings, charts, repro proofs. It goes on clear and stays clear! Easily removed with eraser to permit corrections. Dries in three minutes. Get it at art supply stores. Krylon, Inc., 2601 N. Broad St., Phila. 32, Pa.

Public Is Almost Wholly Uninformed About Cigaret Ad Budgets: Ganger

New York, Oct. 14—The public has a completely crazy idea of the amounts spent for advertising by the cigaret industry.

The public still doesn't understand how much is paid in cigaret taxes.

Both of these facts pose a completely new kind of public relations problem for the industry.

These points highlighted a talk made today by Robert M. Ganger, president of P. Lorillard Co., maker of Old Gold, Embassy and Kent cigarets, before a meeting of Sales Executives Club of New York. Mr. Ganger formerly was a partner in the Geyer, Newell & Ganger agency.

■ Stressing that the federal excise tax on a pack of cigarets is 8¢, that the New York state tax adds another 3¢, and that many cities now get a sales tax, Mr. Ganger pointed out that most of these taxes have to be paid by the manufacturer before he can make a sale.

"Today," he said, "the cigaret industry pays in interest rates to banks alone more than \$4,000,000 a year just to finance this inventory of federal tax stamps which it must keep on hand. As a matter of record, our industry's average stamp inventory last year amounted to \$140,000,000.

"Early in 1952," Mr. Ganger said, "an important part of the cigaret industry hired a leading research organization to tap public opinion on cigaret taxes. Here are three of the important facts we found out.

1. The public has absolutely no idea as to the amount of cigaret taxes it is now paying.

2. Because of this, it thinks all cigaret prices are too high.

3. By and large, the public blames manufacturers and even retailers and thinks if the cigaret industry would spend less on advertising, its prices could come down a lot."

■ The survey showed, Mr. Ganger said, that the public thought cigaret advertising was "terribly extravagant." He pointed out that how a manufacturer advertises depends on many factors, notably on the kind of product and the type

of competitive market that exists.

"But the main point," he said, "is that the public has a completely crazy idea of the amounts spent for advertising in our field. One questionnaire I personally read," he said, "was from a salesman for one of the leading cigaret

companies. Here was a guy supposedly trained by a large tobacco company, who thought the advertising cost was 5¢ a pack. Actually, it is only 2/5ths of a cent a pack, and, incidentally, that's 60% less than it was 40 years ago. Take it all away and the smoker would not gain a penny."

■ Explaining what the cigaret industry tried to do early this year to affect public attitudes, Mr. Ganger mentioned the radio and television spots and hitchhike an-

nouncements—short 30-second messages, purely informative and non-controversial—that the industry used.

"They appeared on 38 radio and 27 TV programs of various tobacco companies," Mr. Ganger said, "for a period of six weeks. They simply told the public about the taxes smokers pay and tied into one simple slogan: 'Half the Packs Goes for Tax.'"

Before the campaign, he said, only 9% of smokers knew the federal tax was 8¢ a pack. After the

six-week campaign it was found that this 9% had grown to 32%. Before the campaign nearly half the smokers thought federal taxes should be increased on cigarets. After the campaign only one-third of the smokers thought so.

■ "In other words," Mr. Ganger said, "about 13% of all the smoking public reversed its thinking completely and in our favor! They bought an idea just as they buy a product.

"One more thing will be of in-

This "Salesman" Presells

BUSINESS PUBLICATIONS
THE WAY TO CUT SALES COSTS

MECHANIZED SELLING
WHEN YOUR ADVERTISING DOES ITS JOB (STEPS 1, 2, 3 AND 6) YOUR SALESMAN HAS MORE TIME FOR STEPS 4 AND 5.

1	2	3	4	5	6
SHOW THE GUMMED PAPER	MAKE THE GUMMED PAPER	MAKE SPECIFIC PROPOSAL	CLOSE THE ORDER	MAKE SPECIFIC PROPOSAL	SHOW THE GUMMED PAPER

it's Eureka
for
**STAMPS
SEALS
STICKERS**

Eureka know-how, gained in over half a century in this highly specialized field, qualifies us as your best source of supply. From original design to printing by Gravure, Letterpress or Lithography, on gummed paper, either plain or safety (check), our facilities are at your service.

For information or quotation write:

EUREKA SPECIALTY PRINTING CO.
COMMERCIAL DIVISION
367 Electric Street - Scranton 9, Pa.

Eureka
A PIONEER MANUFACTURER
OF GUMMED PAPER
SPECIALTIES

"See you at the polls" NOV. 4

terest to you budget-minded sales executives," Mr. Ganger added. "Other than research, this program didn't cost the participating cigaret companies or their stockholders a single penny. This was because the campaign was handled as hitchhikes, cowcatchers and spots on our regular radio and TV programs. It was handled in the same manner as other campaigns in the public interest, as Red Cross, March of Dimes and many more which our companies have supported for years.

"Of course," he said, "the tremendous weight we put back of this project had a lot to do with the rather amazing results obtained in such a short time. All of us are heavy, consistent advertisers."

■ Supplementing Mr. Ganger's talk, Lewis Gruber, Lorillard v.p. and sales director, emphasized the importance in today's market of pre-selling by advertising. This, he said, has been responsible for changing the average consumer from a cautious, small buyer into

a selective mass buyer.

Self-service stores and vending machines are also responsible for helping to change buying habits, he said, but he pointed out that cigarets are sold by 1,300,000 retail outlets serviced by 6,000 distributors.

Noting the trend toward king-size cigarets and the increased popularity of filter mouthpieces, he predicted that both trends are likely to increase. But he observed that 85% of the total volume of cigarets sold is still standard size.

Joins Guenther, Brown & Berne

Robert J. Barrett has joined Guenther, Brown & Berne, Cincinnati, as an account executive. Mr. Barrett formerly was a member of the advertising staffs of Kroger Co., Cincinnati, and American Laundry Machinery Co., Cincinnati.

Joins 'Los Angeles Examiner'

Kay Hill, formerly executive secretary of the Oregon Advertising Club, Portland, has joined the display advertising staff of the *Los Angeles Examiner*.

Canadian Company Wins Franchise for White Stag Clothes

PORTLAND, ORE., Oct. 14—Plans for manufacturing and distributing White Stag sports clothes for women throughout Canada have been announced jointly by White Stag Mfg. Co., Portland, and Superior Convertors Ltd., Toronto.

The Toronto company, one of Canada's major sportswear manufacturers, has been franchised to make and distribute all of White Stag's sunstogs. Styles will be identical with those produced in White Stag's four manufacturing plants in the U. S., and White Stag designers will maintain complete control over the styling of the finished garments.

■ Superior Convertors will open a manufacturing plant near Toronto which will be devoted exclusively to making the White Stag line. The plant is expected to be in full operation this year to supply the U. S. line to Dominion buyers during the spring and summer selling seasons.

The franchised Canadian operation is the first of several which are under consideration at White Stag. Discussions are now going on between the company and operators in Sweden, Italy, England, New Zealand, Switzerland and Chili.

Motorola Boosts Canada Sales

Motorola Inc., Chicago, has begun a promotion campaign in Canada for its radio and television receivers, through its newly formed Canadian branch, Motorola Canada Ltd., Toronto. Motorola table, clock, portable and combination radios are being featured in 1,000-line newspaper ads. The Toronto office of McKim Advertising is directing the campaign.

Howard Jones Transferred

Howard Jones has been transferred as regional manager in Portland, Ore., for Studebaker's Pacific division, to Los Angeles West Coast headquarters. There he will direct Studebaker's centennial merchandising program.

Cellucotton Names Sales Head

Charles E. Souders has been appointed general sales manager of International Cellucotton Products Co., Chicago. Mr. Souders joined the company 20 years ago in the advertising department and has held various sales executive posts.

Your Salesman's Prospects

The front line function of your salesman is to make sales. But the build-up . . . the finding and conditioning of prospects . . . takes time.

Of course, given enough time, a good salesman can contact all key executives and handle all the steps toward making a sale. But management has found that advertising can be employed to perform the preliminary steps more economically and efficiently.

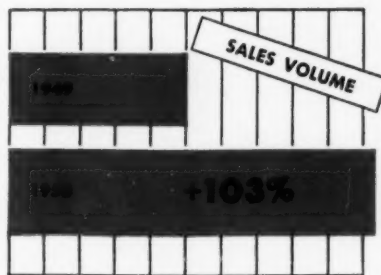
The consistent use of Business Publication Advertising, which we call "Mechanized Selling", enables the salesman to use his time more productively. Business Mag-

azine Advertising is the high speed, low cost sales tool that multiplies individual effort. It presells the buying influences . . . maintains contact . . . conditions customers . . . permits the salesman to concentrate his valuable time on making the proposal and closing the sale. Moreover, Mechanized Selling performs the all-important job of keeping buyers sold.

Ask your McGraw-Hill man for a copy of our 20-page booklet, "Mechanizing Your Sales with Business Paper Advertising." Also about our sound-slide film . . . "Mechanized Selling—Blueprint for Profits" which is available for showing at sales and management meetings.

HOW "MECHANIZED SELLING" HELPED COMBAT COMPETITION AND BUILD SALES

(Case history—WES 528) A manufacturer of heating equipment developed a new heater which had to be sold to industrial and commercial users. Competition was keen from manufacturers of similar units as well as other types of heating systems. Using business publication advertising based on case studies; direct mailing of ad reprints; printed case study reports for sales aids and technical bulletins, the company broke all previous sales records. Traceable sales volume amounted to over a quarter of a million dollars and sales showed an increase of 103% over the preceding year.



McGraw-Hill Publishing Company, Inc.

330 WEST 42nd STREET, NEW YORK 36, N. Y.

HEADQUARTERS FOR BUSINESS INFORMATION



No. 3 in a Series

Now, with
50,000,000
MILES OF MOVING EXPERIENCE
NATIONAL VAN LINES, INC.
Introduces the **FINEST MOVING EQUIPMENT**



• RAIN-PROOF • DUST-PROOF

Also the finest packing and protective equipment, your household possessions travel any distance in absolute safety.

YES SIR . . . for the best moving service, contact your nearest National office or agent—refer to the yellow pages in your telephone book.

NATION WIDE AGENCY ORGANIZATION
SAN FRANCISCO NATION WIDE NEW YORK
NATIONAL VAN LINES
SACRAMENTO WASHINGTON, D.C.
LOS ANGELES DALLAS

EXEC. OFFICES: 2431 IRVING PARK ROAD
CHICAGO, ILL.

Admen from Davenport to Kewanee to Decatur

It's surprising sometimes how we run into old friends in new jobs. We are gratified indeed when these people call upon Wagners to continue serving them even though greater distance intervenes.

We are prepared to render "on-the-spot service" to admen over a wide radius of Iowa and Illinois territory.

Long experience in dealing with advertising folk, enables the two Wagners men above to handle the job with understanding and intelligence. Letterpress or offset. Wagners, Printers; Davenport, Iowa.



Fred Cumblad



Ted Nelson

Whirlpool Boosts Muldoon

Whirlpool Corp., St. Joseph, Mich., manufacturer of home laundry equipment, has promoted Ray Muldoon to advertising production manager. Mr. Muldoon formerly was assistant director of public relations and director of company publications.

Quick Goes to Morton Salt

Robert B. Quick, formerly with the advertising department of Procter & Gamble Co., Cincinnati, has joined the Morton Salt Co., Chicago, as an assistant to G. W. Carrington, advertising manager.

Names Ingalls-Miniter

Gorton-Pew Fisheries Co., Gloucester, Mass., has appointed the Ingalls-Miniter Co., Boston, to direct its advertising and sales promotion.

Department Store Sales ...

October Starts with 5% Increase

WASHINGTON, Oct. 14—Sales in the nation's department stores took a turn for the better in the first week of October.

The Federal Reserve Board reported that dollar volume in the week ended Oct. 4 was 5% higher than volume in the same week last year.

However, some of the increase was attributed to a difference in timing of seasonal promotions. Still, the sales index for the week rose to 116, the highest point since the week preceding Father's Day last June.

DEPARTMENT STORE SALES INDEX

1947-49 equals 100

Week to Oct. 4, '52*...116
 Week to Oct. 6, '51*...110
 Week to Sept. 27, '52*...112
 Week to Sept. 29, '51*...114
 Week to Sept. 20, '52*...112
 Week to Sept. 22, '51*...111

*Not adjusted seasonally.
 †Preliminary.

With the exception of the second Federal Reserve District (New York), every district in the country showed an increase over sales in the first October week of 1951. Largest gains, by city, were 26% for Augusta and St. Louis, 25% for Toledo and 24% for El Paso. Newark stores headed up the loss column with an 11% sales decline.

Federal Reserve District and City	% Change from '51		
	Week Ended Sept. 30	Sept. 27	Oct. 4
UNITED STATES	1	-2	5
Boston District	5	-3	1
New Haven	-4	0	5
Boston	5	-7	2
Lowell-Lawrence	30	30	-3
Springfield	3	4	7
Providence	8	3	-3
New York District	-6	-5	-2
Newark	-7	1	-11
Buffalo	9	4	8
New York	-9	-7	-3
Rochester	5	2	6
Syracuse	-2	-14	0
Philadelphia District	2	-1	4
Philadelphia	-5	3	-1
Cleveland District	-4	-4	4
Akron	0	0	2
Cincinnati	3	0	-3
Cleveland	-2	-4	5
Columbus	4	-6	9
Toledo	1	25	9
Erie	-1	-8	2
Pittsburgh	-9	-4	0
Richmond District	-9	-3	4
Washington	-9	-6	2
Baltimore	-9	-2	6
Atlanta District	4	r3	9
Birmingham	11	15	19
Jacksonville	7	-3	-5
Miami	12	r11	14
Atlanta	-2	r1	12
Augusta	15	r31	26
New Orleans	-3	10	9
Nashville	19	6	15
Chicago District	2	r-2	5
Chicago	-1	-2	4
Indianapolis	-1	-3	15
Detroit	1	0	2
Milwaukee	-2	-7	4
St. Louis District	3	-2	21
Little Rock	24	-9	-1
Louisville	3	-4	15
St. Louis Area	1	1	26
Memphis	3	-14	19
Minneapolis District	5	-5	r4
Minneapolis	5	-5	1
St. Paul	5	-5	19
Duluth-Superior	12	-8	-5
Kansas City District	-2	r-2	5
Denver	3	0	4
Topeka	0	0	4
Wichita	-12	-6	-7
Kansas City	-4	-8	2
St. Joseph	0	-8	-8
Oklahoma City	-10	5	11
Tulsa	0	9	19
Dallas District	-1	10	14
Dallas	-5	11	13
El Paso	3	27	24
Fort Worth	-9	9	6
Houston	6	15	23
San Antonio	-1	-8	9
San Francisco District	12	r-1	4
Los Angeles Area	16	-6	10
Downtown Los Angeles	9	-16	7
Westside Los Angeles	14	-6	5
Oakland	4	-4	-2
San Diego	15	-1	7
San Francisco	-6	-9	-4
Portland	11	0	-8
Salt Lake City	12	1	7
Seattle	6	-2	2
Spokane	6	-10	-10

r—Revised.
 *Data not available.

Barton Joins NARTB Staff

Jack Barton has joined the staff of the National Assn. of Radio & Television Broadcasters, Washington, as field representative of the station relations department. Mr. Barton formerly was with Capitol Records, Hollywood.

Dickie-Raymond Boosts Bird

Dickie-Raymond Inc., Boston, has appointed Johnston Bird director of creative services. Mr. Bird formerly was a Dickie-Raymond copywriter, art director and director of creative planning.

TV Gains in Greensboro

A September increase of 4,784 television sets in the Greensboro, N. C., area has brought the total number of sets to 128,576.

WGN 50,000 Watts
 A Clear Channel Station

NOW OFFERS MORE FOR LESS

ONE RATE from 7:00 A.M. to 10:30 P.M.

EFFECTIVE NOVEMBER 1, 1952

NOW, more than ever before, WGN is the greatest buy in the Middle West:

	Radio Homes In WGN's Coverage Area*	Homes Available Per Dollar**
Six Years Ago	3,761,000	4,178
One Month Ago	5,079,000	5,643
NOVEMBER 1	5,079,000	11,287

This means, as of November 1, you can reach 7,109 more homes per dollar than you could six years ago, and 5,644 more homes than a month ago . . . WGN, the BEST advertising buy in the Middle West.

*Nielsen Radio Index

**Based on Class A, 1 time, hour rate

A Clear Channel Station . . .
 Serving the Middle West
 MBS



Chicago 11
 Illinois
 50,000 Watts
 720
 On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
 Eastern Sales Office: 229 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
 Geo. P. Hollingbery Co.
 Advertising Solicitors for All Other Cities
 Los Angeles — 411 W. 5th Street • New York — 500 5th Avenue • Atlanta — 233 Peachtree Street
 Chicago — 307 N. Michigan Avenue • San Francisco — 625 Market Street

big buildings are big business!

**And "Architectural Forum" Is the Only
Architectural Magazine Devoted Wholly
to the Heavy Construction Industry**

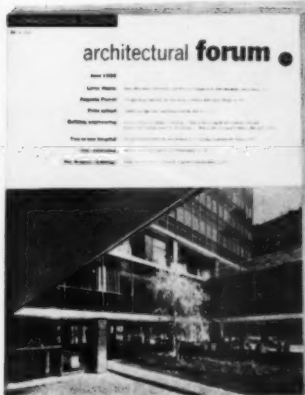
You Can Reach All of the Building
Professionals Who Create—Design—
Engineer—Finance—and Build the Nation's
Big Buildings Through "Architectural
Forum" . . .

**ARCHITECTS
ENGINEERS
CONTRACTORS
BUILDERS
DISTRIBUTORS
REALTY BROKERS
MORTGAGE LENDERS
GOVERNMENT OFFICIALS
DECORATORS**

THE MAGAZINE OF BUILDING

architectural forum

Published by Time Inc.
9 Rockefeller Plaza, New York 20, N. Y.



"Not only is Forum doing a great job of reporting about what is going on in the construction and allied real estate fields, but it brings to us in prophetic form provocative ideas that are stimulating and constructive."

**WILLIAM ZECKENDORF, PRESIDENT
WEBB & KNAPP, INC.**

New Fairchild Book Covers Running of Small Shoe Stores

NEW YORK, Oct. 14—A book directed to the small shoe retailer has been published by Fairchild Publications. It is titled "How to Operate a Shoe Store More Profitably" (\$6), and is written by Zelma Bendure, who in 1941 organized the retail selling division for Fairchild.

The book deals with the problems of the small shoe retailer and suggests solutions and ways to improve sales.

Particularly interesting are the chapters on advertising and public relations. The chapter on advertising describes when to advertise, to whom, where and how much.

■ Timeliness is emphasized, and the chapter incorporates a promotional calendar by months with details on what types of shoes are in demand at particular times. Also, a budget for advertising is included which gives approximate figures in dollars and percentages needed to advertise different types of shoes during each month.

Public relations for the dealer in a small community is outlined. Suggestions are given for men's and women's fashion shows and special attention is paid to improving relations for the sale of children's shoes through merchandising plans (offering prizes, etc.) and a playroom to be set up in the store for children.

The end of the book is devoted to what shoe salesmen should know for better selling. The best method to fit shoes satisfactorily, shoe styles and the different kinds of leather are detailed.

POLK'S 'PRACTICE OF PRINTING' REVISED

CHICAGO, Oct. 14—"The Practice of Printing," by Ralph W. Polk (Chas. A. Bennett Co., Peoria, Ill., \$4.75) is out in a revised and enlarged edition. The book, which is aimed at student printers, has been brought up to date to include modern printing methods.

In addition to giving a brief history of printing in the early chapters, the book describes the techniques and processes in all departments of print shops.

Chapters on the composition of advertisements and the use of color in printing are included. The legibility and attractive appearance of ads are emphasized as well as harmonious arrangement of small ads on a page.

Several chapters have been added to cover offset printing and silk screen processes.

INTRODUCTORY BOOK TO SELLING IS REVISED

NEW YORK, Oct. 14—Prentice-Hall Inc. has published a revised edition of "Essentials of Selling" (\$6), a collection of 25 articles by members of the Sales Executives Club of Rochester, N. Y.

The book, originally published in 1945, was edited by Charles W. Lewis of Alabama Polytechnic Institute and is designed for use as a college text or for training purposes in industry. Three chapters have been added and several sections have been rewritten or expanded.

The book is divided into four parts—personal selling and the salesman, the techniques of personal selling, related selling and merchandising activities and non-selling activities important to salesmen. At the end of each chapter there are questions and problems posed for classroom discussion.

Edward Dolph to 'Collier's'

Edward C. Dolph, formerly with National Broadcasting Co., New York, has joined the promotion staff of Collier's, New York.

Agency Gets Two Accounts, Adds Mrs. Bauman to Staff

Bo Bernstein & Co., Providence, has been named to handle advertising for Atlantic Tubing & Rubber Co., Cranston, R. I., and for Dome Publishing Co., Providence maker of a trademarked book-keeping system for small businesses.

Mrs. Adele Bauman, who previously has done special assignments and free lance copy work for publications in New York, has been appointed a copywriter for

the agency, and Bernard Cleary, assistant account executive, has resigned.

J. Walter Thompson Asks Recount: Shows 64 V.P.s

J. Walter Thompson Co., New York, last week called to correct ADVERTISING AGE's count of that agency's v.p.s.

Our count in a recent story, taken from the *Standard Advertising Register*, which lists several of the executives in more than one office, was in error. The correct

total for the number of v.p.s at Thompson, the agency reports, is now 64.

Du Pont Promotes Three

Edward J. Pechin, plastics sales manager for E. I. du Pont de Nemours & Co., Wilmington, Del., has been transferred to the advertising department. Jerry D. Shaw has been promoted to succeed him in plastic sales. Clarence D. Bell has been advanced to market analysis manager.

Appoints Geare-Marston

Maryland Electronics, College Park, Md., manufacturer of ground navigational aids, has appointed Geare-Marston, Philadelphia and New York, to handle its advertising and publicity.

Wall Inc. Appoints Kampmann

Charles M. Wall Inc., Philadelphia engineer and distributor for National Gypsum Co., has appointed Robert S. Kampmann Jr. Agency, Philadelphia, to direct its advertising.

She's
got
to

Big



All 3,839,000 Woman's Day readers are single copy buyers...

'Quality' of Business Publications Held Main Reason Why Agencies Use Them

CHICAGO, Oct. 14—The Chicago Dotted Line Club was told yesterday that editorial quality probably is the primary factor considered by an advertising agency in selecting a business publication.

The opinion was expressed by one of the members of a panel on production, costs and planning by an agency. The panel members

were executives of Russell T. Gray Inc., industrial advertising agency.

However, it was emphasized that circulation and advertising content naturally are also points of importance in evaluating the usefulness of a trade publication.

■ In general, it was agreed that relationships between agencies and

business publications have progressed considerably since World War II. The importance of the publications as a medium was highlighted by descriptions of several successful campaigns to introduce products to new markets.

The panel also said business publication promotional material has shown evidence of improvement but that much still can be done in this line. Surveys and marketing analyses also were described as improved. It was stated

that readership surveys probably carry more weight when performed by an independent research agency rather than by the publication itself.

Members of the panel were Harvey Scribner, president of Gray; Red Walther, v.p.; Don House, v.p., and Walt Morton, account executive.

Finish 'Studebaker Story'

Columbia Pictures Corp., Los Angeles, has completed "The

Studebaker Story," technicolor short picture of the 100-year history of the Studebaker Corp., South Bend, Ind. The film tells the story of the five founding brothers of the then wagon and carriage business. The short will be shown on television and to audiences throughout the country. It is one of a series of pictures to be devoted to the Studebaker centennial.

Continental Names Mahoney

Continental Screw Co., New Bedford, Mass., previously a direct advertiser, has named David J. Mahoney Inc., New York, to direct its advertising. Mahoney also handles Manitowoc upright home freezers, which has started a ten-week radio and TV spot campaign on most New York stations.

ABC Names Baron to New Post

Amos Baron, manager of KECA, Los Angeles, has been appointed national sales manager for the American Broadcasting Co.'s Pacific Coast Regional Radio Network, in addition to his present post.

More women go out and buy *Woman's Day* than any other magazine in the world



WIT

to get *Woman's Day*

...women who are out in the market, actively shopping for the things they want.

SALES SOAR

CUSTOMER RESISTANCE DISAPPEARS

WHEN YOU USE

OAK-HYTEX TOY BALLOONS

Tops for...

OPENINGS PREMIUMS GIVE AWAYS DISPLAYS

OAK-HYTEX TOY BALLOONS

The OAK RUBBER CO
RAVENNA OHIO

FIRST again in adve growth!

	% PAGE GAIN
	Full Year 1951 vs. 1950
U. S. NEWS & WORLD REPORT	49.7% gain
BUSINESS WEEK	27.6% gain
FORTUNE	22.3% gain
NATION'S BUSINESS	12.1% loss
NEWSWEEK	14.2% gain
TIME	14.3% gain

"U. S. News & World Report" also leads the field in revenue gains—56.9% for the 1st 8 months, 19

All figures from Publishers Information Bureau.

"1st 8 months" figures based on first 8 issues of the monthlies, first 35 issues of the weeklies.

Jan.—June 1952 net paid ABC average:

Largest circulation gain in the "news and manage

Advertising

FOR GAIN OR LOSS

1st 8 months
1952 vs. 1951

42.9% gain

17.0% gain

16.5% gain

11.6% gain

7.0% gain

4.5% loss

1952 vs 1951.

507,720

in the "news and management" field

Again in 1952—FIRST in its field! Piling gain upon gain, holding its lead in the important "news and management" field. The word is spreading about the ability of "U. S. News & World Report" to deliver!

**A market not duplicated
by any other news magazine**

Advertising offices:

30 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

SAN FRANCISCO OFFICE:
57 POST STREET, SAN FRANCISCO 4, CALIF.

BOSTON
PHILADELPHIA • WASHINGTON • DETROIT
CLEVELAND • CHICAGO



Negro Market Is Not 'Different,' Johnson Insists

Central 4 A's Hears
JWT's Carney Describe
Types of TV Commercials

CHICAGO, Oct. 14—A sharp picture of a possible \$15 billion market—the Negro market—was painted here last week by John H. Johnson, editor and publisher of *Ebony*, *Tan* and *Jet* magazines.

Selling this market, Mr. Johnson said, "is not unlike selling any other market. Assuming that you have a good, salable product, your problem is to develop a competent sales force and to select the best advertising media."

The fact that there is no difference between the Negro market and the general market was the essence of Mr. Johnson's remarks made before the annual meeting of the Central Council of the American Assn. of Advertising Agencies.

It is not possible to tap this market properly, Mr. Johnson said, in general publications, because of the lack of recognition found by Negroes in this press.

He pointed out that, although Negroes constitute 10% of the population, general publications devote far less than this percentage to Negro activities. If general publications did give 10% of their space to Negroes, Mr. Johnson said, there would be no reason for Negro publications. Such an eventuality, he stated, did not seem likely in the near future.

Mr. Johnson emphasized that, "I don't think reluctance to do this has anything to do with prejudice or discrimination, because I am very happy to say that most of the newspapers and magazines of our country have been most democratic in their treatment of the Negro and his activities whenever they have dealt with them."

The existence of the Negro press, according to Mr. Johnson, rests on the foundation of segregation. He pointed out that in most cities Negroes live in such sealed-off areas that their daily life is completely unknown by the rest of the community.

Thus because of a basic "desire for recognition," Mr. Johnson said the Negro press developed and is read with affection and loyalty to both the publication and the advertiser.

According to Mr. Johnson, 60% of the Negroes are concentrated in urban centers. Describing the growth of this market, he said between 1940 and 1950, the Negro population of Chicago jumped 80%, of Los Angeles 115% and of Detroit 104%.

Mr. Johnson estimated that ad agencies will spend \$10,000,000 in Negro publications this year for a new record.

Touching on the sameness of the Negro market with the general market, Mr. Johnson pointed out in the general market advertisers buy publications read by their customers "and when you buy Negro publications, you are continuing this practice."

At the council's luncheon session, Millard C. Faught, president of Faught Co., management consultant on public policy, urged that advertisers for their "own enlightened self-interest" encourage the adoption of subscription television.

Describing this method as one which puts a "box office in every home," Mr. Faught said this is necessary to create large enough

audiences to warrant the high costs of TV programs.

Further, he said that when Phonevision comes up before the Federal Communications Commission he believes it will be authorized.

At the afternoon session, Otis Carney, head of a creative group at J. Walter Thompson Co., described TV commercials as a new type of "people's art form."

Using slides and films to illustrate his talk, Mr. Carney listed

three types of commercials—those that entertain, irritate and inform. Some 75% of the commercials today are of the informative type, he said, 20% are entertaining and 5% irritating.

He called the entertaining type of commercial "dangerous" and adaptable to only a few products. Of the informative type, he said there are three things they have to do: (1) sell product names, (2) sell main appeals of the product,

and (3) be honest, "on the level" and make the customer believe them.

Because people remember in direct proportion to the time they see something, Mr. Carney urged, "Don't be afraid of the product and don't be afraid to leave it on long enough." In fact, he said, "leave the commercial on the screen the longest possible time."

The testimonial commercial also was described as dangerous, with casting its biggest problem, fol-

lowed by glamour versus simplicity. He mentioned housewives on commercials looking as if they had stepped out of *Vogue*.

The five most damaging factors to a commercial, Mr. Carney said, are too many words, phony copy, gimmicks, too many opticals and too many characters. He emphasized that the commercials usually already have the attention of audiences and that gimmicks merely distract. Under phony copy, he said magazine-style writing al-

ADVERTISER-AGENCY TEAM

CAPITALIZES ON **P/A**'S LEADERSHIP

IN SERVING AND SELLING THE ARCHITEAM!

MEDIA DIRECTOR



PROGRESSIVE ARCHITECTURE
delivers world's largest
professional architectural
audience . . .

P/A first in architects

P/A first in engineers

P/A first in designers

P/A first in draftsmen

P/A first in total professional
architectural
circulation—33,001*

*Publisher's Statement, June 30, 1952

SALES MANAGER



"In Progressive Architecture our advertising makes sales calls on men who select and specify building products and equipment for 89% of the nation's architecturally designed buildings. P/A is read by architeam members our men must see to sell . . . that's why it paves the way to greater sales!"

ways fails to score when it's spoken and that too many characters confuse the listener as to who is talking.

Ladd Haystead, a farmer and associate publisher of the *Agricultural Leaders' Digest*, lodged a general indictment against farm or agricultural-keyed advertising.

He quoted the late Arthur Kuder with saying "more money is wasted in farm advertising than in any other branch of our craft." Further, he reported that as a

farmer he receives 90 publications a month, most of them unordered, and that 90% of the material "could in no way be of interest to me."

■ Mr. Haystead, a large man with a deceptively quiet voice, stated: "I wonder, almost with horror, how sellers can waste so much money."

He urged first that sellers of a particular type of merchandise find out where their type of farmer

is operating by using the census, Bureau of Agricultural Economics data and similar agencies' help.

Secondly, he said sellers "insult my intelligence by talking to me as if I were a retarded boy who has been five years trying to get out of the third grade."

Naturally, Mr. Haystead said, not all farmers are college graduates, but if they can buy \$20 billion worth of goods and services a year, operate \$35,000 dairy plants or \$100,000 beef cattle farms, they

"are far from being as dim-witted as some folks seem to think."

■ The director of Radio Free Europe, Robert E. Lang, who spoke at the group's meeting last year, returned this time a year older and much wiser. Although he painted a rosy picture last year, Mr. Lang stressed throughout his talk innumerable problems Radio Free Europe now faces.

However, he explained that by using the advertising industry's

techniques as much success as is possible is being obtained. He told the advertising men that "your techniques have worked."

The biggest problem for Radio Free Europe, he said, is no over-all plan in Washington regarding foreign policy generally and refugees in particular and the fact that there has been no modern definition of America's philosophical position on human rights.

■ Women, as customers, were explained by Mrs. Charlotte Montgomery, *Tide* columnist. Describing the rapidity of new trends and the speed of their acceptance, Mrs. Montgomery said she felt women could make such changes because they are "basically realistic—if it's good, if it does something for them, if they like it—what do they care if a major tradition is torn up overnight?"

As of this month, she said, "price is not king." Instead, she said, women now are asking for such things as service, "small services cheerfully rendered."

The women of this month also want to learn, she added, and they stay enormously busy and "are getting their satisfactions in different ways." Instead of praise of their cooking, Mrs. Montgomery said women now appreciate such comments as "they have a wonderful family life."

Reinecke Heads Designers

J. O. Reinecke, head of J. O. Reinecke & Associates, Chicago, design consultant, has been elected national president of the Society of Industrial Designers. Other officers elected are Raymond Spilman, v.p.; Eugene Gerbereux, treasurer, and Herbert S. Barnhart, secretary.

F&S&R Appoints Two V.P.s

The New York office of Fuller & Smith & Ross has promoted Walter Morris and W. D. Cunningham, account executives, to posts as v.p.s. Mr. Morris joined the agency in 1944 and Mr. Cunningham in 1946.

Crown Chemical Names Grant

Fred C. Grant, previously v.p. in charge of sales with M. W. Dutton Co., Providence, has been appointed general sales manager of Crown Chemical Corp., Providence.

Malone Boosted to Publisher

Edward J. Malone has been promoted to publisher of *Grocer-Graphic*, a Bill Brothers Publishing Corp. publication. He has been editor of the magazine since 1949, having joined it in 1945.

"P/A is good news for my budget—gives us coverage of all members of the architect team at only \$15.83 per page, per thousand—lowest cost of any publication serving the architectural field. Why, P/A's cost per page per thousand today is even 27% lower than it was six years ago."

ADVERTISING MANAGER



ACCOUNT EXECUTIVE

"More architectural professionals subscribe to *Progressive Architecture*, because it gives editorial attention to the needs of the entire architectural team—architects, engineers, designers and draftsmen.

"In P/A, and P/A alone, regular editorial features cover all seven architectural services: Economic analysis and planning . . . design . . . selection of materials and equipment . . . specification writing . . . drafting and detailing . . . interior design . . . business administration. *Progressive Architecture* sells by serving."

AGENCY PREXY

"The largest and fastest growing professional architectural audience ever assembled by any technical magazine, is attracted by *Progressive Architecture's* editorial concentration. To me, P/A's leadership in subscription renewal percentages is further proof of readership. Follow the reader and you find the leader."



Every way you look at the architectural market, **PROGRESSIVE ARCHITECTURE** is out in front . . . and sells all the way—to every member of the architectural design and specification team.

Make more sales calls at less cost in P/A.



PROGRESSIVE ARCHITECTURE

REINHOLD PUBLISHING CORPORATION
330 West 42nd Street, New York 36, N. Y.

WORLD'S LARGEST PUBLISHER OF ARCHITECTURAL BOOKS

CHICAGO
Here is
Really Only One Address
The AMBASSADOR
Hotels—East & West

Relaxed Comfort, Charming Decor
Television and Radio
The World Famous
Pump Room
and **THE BUTTERY**

Francis X. O'Connor
James A. Neal, President
Eugene Rosen, V.P.
North State Street
Chicago 10, Illinois

Russell & Stoll Names Agency Ray-Hirsch Names Weisfeld

Russell & Stoll Co. has appointed Sanger-Funnell, New York, to handle its advertising. Business papers will be used for the company's industrial lighting fixtures and marine fixtures and fittings.

Irving Weisfeld has been appointed v.p. and general manager of Ray-Hirsch, New York. Mr. Weisfeld was formerly treasurer of J. J. Rowan Co. and v.p. and general manager of Chernow Co.

HERE ARE 3 WAYS
to reach
MILLIONS OF CONSUMERS
in the
U. S. ARMED FORCES
all over the world

ARMY TIMES AIR FORCE TIMES

(Member of Army Bureau of Publications)

NAVY TIMES

Advertising Offices

WASHINGTON 3112 M St. N.W. DETROIT Guardian Building
NEW YORK 41 East 42nd St. LOS ANGELES 6399 Wilshire Blvd
CHICAGO 701 N. Wabash Ave. SAN FRANCISCO Monadnock Bldg
In Philadelphia, represented by P. W. McCarney, 1015 Chestnut St.
Also LONDON-FRANKFURT-TOKYO



DMAA LEADERS—Congratulating each other after their election as officers of the Direct Mail Advertising Assn. are (left to right) Lawrence Chait, director of list research for Time Inc., U. S. v.p.; May O. Vander Pyl, Advertising Letter Service, secretary; Herbert Buhrow, mail sales department, McGraw-Hill Book Co., treasurer, and Lester Suhler, subscription manager, Look and Quick, president.

Kimberly-Clark Ads Calling for Ideas Still Going Strong

NEENAH, WIS., Oct. 14—After running it for a little more than a year, Kimberly-Clark Corp. is pretty well satisfied that its "Let's Swap Ideas" campaign is a success.

Originally called "Tell It to Kimberly-Clark," the ad series was designed as a running forum of advertising ideas supplied by printers, ink manufacturers, advertisers, etc. Kimberly-Clark sent out \$50 war bonds to contributors whose ideas it used in the series.

The company started the campaign in a small way with a broadside mailed out to some 6,500 U. S. printers. The mailing elicited approximately 400 responses—a large number, K-C says, "considering that we were asking printers to divulge solutions to some of their pet shop problems."

All ideas submitted were judged by a panel of editors of leading advertising and printing publications, and the winners incorporated in the Kimberly-Clark ads, which in turn invited more contributions.

After only eight insertions, the ad drew 1,255 contributions, and the paper company dispatched 92 war bonds. As a readership check, the company slipped an offer of its booklet, "More for Your Printing Dollar," in the text and received 1,178 requests by letter from printers and advertisers.

The Kimberly-Clark series, prepared by Foote, Cone & Belding, has appeared in *American Paper Merchant*, *American Pressman*, *American Printer*, *Business Week*, *Graphic Arts Monthly*, *Inland Printer*, *Industrial Marketing*, *Newsweek*, *Printing Magazine*, *Reporter of Direct Mail Advertising*, *Sales Management*, *Southern Advertising & Publishing*, *U. S. News & World Report* and *Western Advertising*.

Responses, in the form of good ideas, are still coming in at the rate of four or five a day, Kimberly-Clark says. And until American printers and admen stop sending in their trade tricks and advertising ideas, the series will continue.

Kleenex Returns to Radio

International Cellulotton Products Co. will put Kleenex back on radio next year via a five-minute news program on the full NBC network. Beginning Jan. 1, Kleenex will sponsor the John Cameron Swazey news program, 9:30-9:35 p.m. (CST), for 52 weeks. Kleenex has been absent from radio for some time and the network office in Chicago also reported that the sale "represents one of the largest single orders placed at NBC, Chicago, in the past several years." The time was bought through Foote, Cone & Belding.

7 to Newman, Lynde

Newman, Lynde & Associates, Jacksonville, has been appointed to handle advertising for the following companies: Race & Race, Winter Haven, Fla., manufacturer of aluminum irrigation systems; Dixie Paint & Varnish Co., Brunswick, Ga.; Diamond Braiding Mills Inc., Tarpon Springs, Fla., manufacturer of neckties, hair-ties, and shoe laces; Breads by Chidlow Inc., Tampa, Fla.; Tamco Supply Co., Tampa; J. H. Churchwell Co., Jacksonville clothing manufacturer, and Austill Wax Paper Co., Jacksonville.

Lionel Joins Doyle Dane

Lore Lionel, formerly with Altman-Stoller Advertising, New York, has joined the copy department of Doyle Dane Bernbach, New York.

Berghoff Associates Move

Berghoff Associates, Los Angeles, has moved its offices to 511 N. La Cienega Blvd.

Congratulations magazine
hits the baby market with a truly
double barreled advertising program...

The potential merchandising
opportunities of
LOCAL RETAIL ADVERTISING
in 300 market centers

Add to the
time tested results
of productive
NATIONAL ADVERTISING

To meet the challenge of providing an original and effective merchandising plan for our advertisers, CONGRATULATIONS has evolved what we believe is the most intensive retail advertising tie-in program ever attempted.

In one year 82 towns have been sold and 346 individual advertisers have contracted 1,014 columns in the January issue alone.

Because of our carefully controlled hospital circulation, drug, department, furniture, shoe, and juvenile stores across the country are able to buy pinpoint coverage of their local market areas by means of a special advertising section incorporated into the magazine on a town to town basis.

Retailers have been quick to seize the opportunity afforded through this media by featuring in their ads the brand names of the products nationally advertised in CONGRATULATIONS.

AS A NATIONAL ADVERTISER "WHY IS LOCAL ADVERTISING so beneficial to you?"

BECAUSE... it complements effective NATIONAL ADVERTISING with the most extensive and detailed LOCAL ADVERTISING program.

BECAUSE... it guarantees the most valid controlled circulation in the field with consistent safeguards and followups throughout.

BECAUSE... it brings personal appeal and recognition on a local level to a national magazine.

BECAUSE... it tells the reader the all important WHERE to get your product.

BECAUSE... at no charge to you, it provides some of the most effective and extensive merchandising opportunities ever dreamed of.

BECAUSE... with this combination of NATIONAL and LOCAL ADVERTISING you can bring to bear on prospective customers twice the pressure and impact that any other magazine has been able to offer heretofore.



THE MAGAZINE

THE MOTHER KEEPS

515 Madison Ave.
New York 22, N.Y.

This new idea is a bonus addition in a magazine of proven originality, quality, and results. Also Congratulations has been the acknowledged leader in the baby field for the past 15 years.

IN THE FIRST 7 MONTHS OF 1952

THE CHICAGO DAILY NEWS WAS



FIRST

in the United States among Evening Newspapers in

GENERAL ADVERTISING

with

2,004,326 AGATE LINES

Source Media Records

70% of the Nation's purchasing power is concentrated among upper-half families. No matter what you sell, these Able-To-Buy families will buy most of it. The greater proportion of the Daily News circulation, more than any other Chicago daily newspaper, is concentrated among upper-half families. You can reach them more effectively and more economically through the Daily News than in any other Chicago daily newspaper.

CHICAGO DAILY NEWS

FOR 77 YEARS CHICAGO'S HOME NEWSPAPER

JOHN S. KNIGHT, *Publisher*

DAILY NEWS PLAZA: CHICAGO 6, ILLINOIS

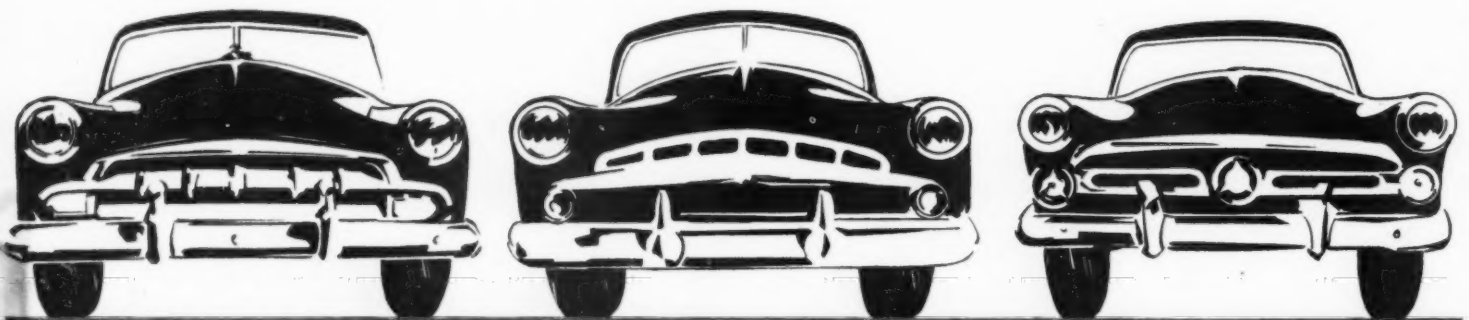
NEW YORK OFFICE:
9 Rockefeller Plaza

SAN FRANCISCO OFFICE:
Story, Brooks & Finley, 703 Market St.

DETROIT OFFICE:
Free Press Building

LOS ANGELES OFFICE:
Story, Brooks & Finley, 1651 Cosmo St.

Business



than ever



take AUTOMOTIVE, for example...

Chevrolet, Dodge, Ford, Nash, Willys, Sealed Power and Auto-Lite use Quick. Here's why:

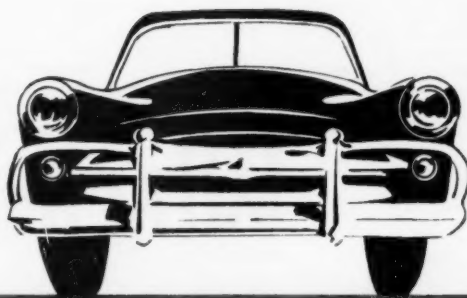
Quick readers earn more (median family income, \$5,262) than readers of Life Look, Post or Collier's.

84% of Quick families own cars. And 23% of the car-owning families have more than one automobile.

Over half the cars owned by Quick families are 1950 or later models. 64% of the Quick families bought their cars new.

Quick delivers a responsive car-buying market at the lowest cost-per-thousand (\$1.90) in the major weekly field!

is better



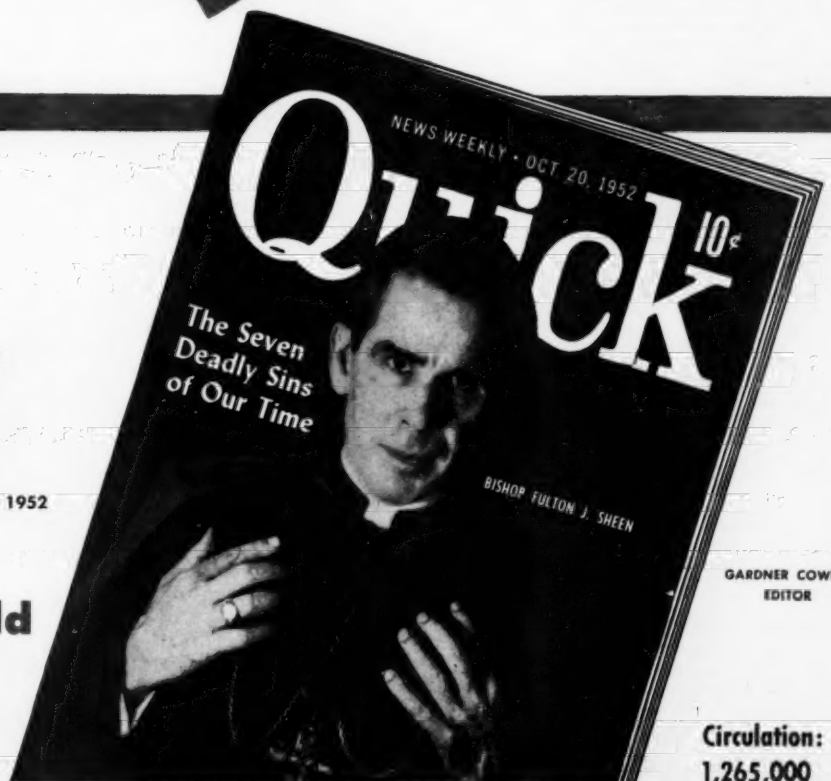
with QUICK

{ page
volume
up

33%*

*Automotive pages; first nine months 1952
vs. same period 1951

**Quick puts the world
in your hand**



Circulation:
1,265,000

GF Will Appeal in 'Explosive' Suit Involving Morgan Doorbell Promotion

LOS ANGELES, Oct. 14—Some possibly explosive issues in the advertising business are involved in the current California case of Raymond R. Morgan vs. General Foods and Benton & Bowles.

So far, agency man Morgan is winning his suit charging misappropriation of his doorbell ringing promotion. Last August, Judge William R. McKay in California state superior court here awarded Mr. Morgan \$375,000 in damages. Last Friday, after listening to argument two days, he refused GF and B&B a new trial. They will appeal in the California district court of appeals.

The doorbell ringing promotion is based on a 15-minute daily radio program. Listeners are told their doorbell may ring during specified hours of the day when a "question man" may be in the neighborhood. They are urged to have the product being promoted on hand so they will be eligible for the question of the day, and a prize if it is answered correctly.

■ A correct answer entitles the housewife to a variety of appliances ranging from irons to electric ranges and washing machines. If the "question man" rings a doorbell and finds the housewife does not have the product, he gives her a certificate with which she can get the product free at the nearest store.

A given market is covered on an area basis laid out as the campaign begins. Each day a large crew covers the day's area until the prizes have been all given out to housewives answering the question correctly.

In the suit, evidence related to use of the plan by General Foods for Maxwell House coffee in Spokane and Milwaukee. In Spokane, Maxwell House was in direct competition with Folger's coffee, a Morgan client.

■ The plan has also been used by another Morgan client, White King Soap Co., as well as by clients of other agencies, including Old Gold cigarettes, Nescafe, Coca-Cola, Bosc and Wilkins coffee. When used by other agencies, Mr. Morgan had been collecting a weekly royalty, based on the size of the markets in which it is used.

In the original trial, Mr. Morgan, who is president of the Raymond R. Morgan Agency, presented evidence to support his statement that B&B had requested a presentation of the plan from Mr. Morgan for use by its clients. The use of the plan in Spokane and Milwaukee was subsequent to the presentation, without Mr. Morgan's consent and without compensation.

In the motion for a new trial, counsel for General Foods and Benton & Bowles set up several premises with far-reaching implications. In one, it is said that Mr. Morgan is not entitled to recover anything because his plan or scheme is a lottery. It sets forth that a scheme is a lottery when consideration, prize and chance are involved.

■ Chance is involved in the elements of doorbell selection, the presence of the person whose bell is rung, selection of the questions asked, and selection of the prizes which are not all of the same value, it is asserted. There cannot be legal redress for alleged unfair competition with an illegal business, the motion continued.

Thus the defendants indicated Mr. Morgan's plan was illegal, although their plan was the same kind.

In answer, counsel for Mr. Morgan declared that any decision

holding the plan a lottery would "strike havoc" in the broadcasting industry, and jeopardize at the very least 21 radio and 10 television quiz programs now on the networks. Among the examples cited are "Grand Slam," "Bob Hawk Show," "You Bet Your Life," "Truth or Consequences" and "Break the Bank." Quiz shows are the "bread and butter" of the broadcasting industry, it was said.

■ Aside from denying that the radio program and the doorbell ringing commercials on it constitute a format that is any more integrated than any other program, the motion for a new trial asserted the program is not a private property because it has been used over and over again, openly and publicly, and is thus common property for

anybody to copy and use.

The motion further asserted that Mr. Morgan could not claim his radio program was used, that he could only say it was a sales promotion scheme which was used and that it had been disclosed completely and unlimitedly by allowing others to use it with their name. "Any housewife could tell the scheme," the defendants said.

Further, it was claimed, it is immaterial for Mr. Morgan to say he disclosed confidential information to the defendants. This information was market information and could have been obtained by the defendants for themselves from the same sources, the defendants said. Nothing new was involved when GF and B&B talked with Raymond R. Morgan representatives, and there was no obligation to pay for these disclosures of what the defendants already knew, it was claimed.

■ A claim of "new evidence" in the motion for a new trial set off an interesting barrage.



OUTDOOR SCHEDULE—Sun-Maid Raisin Growers of California will use outdoor posters with this layout during the winter months. Illustrations will vary with muffins, pies and cookies being featured. Maxon Inc. is the agency.

Affidavits were introduced to offset the Morgan claim of loss of licensing revenue due to loss of exclusivity. One affidavit asserted the idea was not new and had been used over KMOX, St. Louis, on behalf of Old Judge coffee. In reply, Mr. Morgan produced five affidavits from Old Judge and

KMOX employees in 1940—when the promotion was said to have been used—to the effect that Old Judge had not used a similar program and promotion.

Affidavits were also given for the defendants by Charles Bennett, Lever Bros. Co., and H. Kenneth Philips, Nestle Co., to the effect

Why the Halo?

THAT little BUY-circle distinguishes the readers of Better Homes & Gardens from those of the other two biggest man-woman magazines.

BH&G's 3½-million families read this magazine for one reason only: because it is devoted exclusively to things to try, things to BUY. They read it because they have BUY on their minds—and BH&G is full of suggestions on what to do about that!

BH&G BUYOLOGICAL BRIEFS

More advertising dollars per issue were spent in BH&G than in any other magazine. (1st six months 1952.)

More dollars of advertising, more lines of advertising and more pages of advertising were placed in BH&G than in any other major monthly magazine. (1st six months of 1952.)

The most advertising dollars ever spent in a single issue of any magazine ever published were spent in the April, 1952 issue of BH&G. (And still true as this ad goes to press.)

MEREDITH PUBLISHING COMPANY,
Des Moines, Iowa



Serving more than 3,600,000 families
November 1952 - 25¢ In Canada 30¢

that the lawsuit and doubt of exclusivity had not affected their decision not to use the doorbell ringing plan. These were in answer to Morgan claims at the original trial that potential licensees had shied off because the use of the plan by General Foods for Maxwell House in direct competition with Folger, a Morgan client, had raised doubts that the same plan might be used directly against them.

■ The first answer to the motion was an affidavit from Robert Temple, executive v.p. for the Morgan agency. He relates that in March this year he talked with Lever's Mr. Bennett about the doorbell ringing plan in the presence of George Kamen in the Lever offices in New York. Mr. Temple said Lever was thinking of using it for Spry, and that he explained the plan and the licensing agreement.

Mr. Temple testified that he told Mr. Bennett of the use of the plan by General Foods and that a suit had been filed against GF. Mr. Temple reported that Mr. Bennett



TIMELY—Omega Watch Co.'s Christmas advertising will use a group of Dickens' characters for background. This page will run in December issues of Holiday, New York Times Magazine, The New Yorker and The Saturday Evening Post. Lewin, Williams & Saylor is the agency.

said Lever under no circumstances could consider any campaign not

exclusively theirs in any territory, or which could be used by competition against them. Any agreement with Morgan would be predicated upon exclusivity, he was told.

Mr. Temple also said that, to his personal knowledge, many sales and licensees had been lost or prevented the past two years by reason of unauthorized competitive use.

In his affidavit, Raymond R. Morgan told of a March 10, 1951, meeting with P. Lorillard Co. and Lennen & Mitchell executives in which they backed off for the same reason as Lever.

Joins Mac Wilkins Agency

Donald S. Briese, San Francisco, has joined the staff of Mac Wilkins, Cole & Weber, Portland, Ore., as director of the agency's new television production department. Mr. Briese formerly was advertising manager of the General Metals Corp. and Enterprise Engine & Machinery Co., San Francisco.

U. S. Tariffs Aren't Too High: Durand

CHICAGO, Oct. 14—Charges by the American press and by foreign countries that American tariff barriers are too high are not true, E. Dana Durand, recently retired commissioner of the U. S. Tariff Commission, told the Chicago chapter of the American Statistical Assn. Thursday night.

He estimated that if all tariff duties and quotas were abolished by Congress today, there would be an increase of about \$2 billion only, or at most \$3 billion, in imports. He also guessed that only 10% of American industry would be affected competitively.

He pointed out that, although tariffs were high in 1931, today they are three-quarters lower. Trade agreements have reduced duties 50% since then, and the advance of prices has reduced the effectiveness of specific and compound duties 50%.

■ This situation is due to the fact that immediately before World

War II we were recovering from a depression and were not affected by imports, and there was no question of raising tariffs during the war when we needed imports, or after, when most countries were not productive.

Efforts by certain interests to have tariffs raised recently are ill advised, he felt. He found particularly fallacious the argument that low wages in other countries represent unfair competition to U. S. manufacturers.

High wages in this country are part of industry's ability to operate at low costs, since it is the factor of mass production here that makes us more efficient than the rest of the world.

■ Only a few industries, where mass production is impossible, would be affected by the advantage foreign business has in low wages. He pointed to pottery manufacture, where mass production methods are impossible, but where workers had to be paid a wage scale commensurate with automobile workers, as an example.

In some countries, mass production puts an industry ahead of a competitive American industry. Bicycle and motorcycle makers in England have this advantage over U. S. bicycle and motorcycle makers.

Mr. Durand concluded with the forecast that there is little possibility of Congress passing high tariff bills in the future, unless there were a bad depression. And, he added, if Congress were not pushed, it might possibly abolish all tariffs at some time in the future.

New Ad Format for Gimbel

Gimbel Brothers, New York, has created a new format for its syndicated advertising service. The service will now be issued weekly, and will include reproductions of Gimbel's complete ads, mats of all illustrations and hand-lettered headings. The complete service includes women's fashions, men's wear, home furnishings, furniture, piece goods, hard goods and toys. Secured by subscription, the service is confined to one store in a city.

Appoints Aiken-McCracken

Addison Ltd., Toronto management company for Addison Industries Ltd., manufacturer of electrical appliances, has named Aiken-McCracken, Toronto, to direct the company's advertising. The agency will handle television and radio sets, Addison-built Norge refrigerators, automatic washers and stoves and ranges.

Stewart-Warner Names Bond

George B. Bond, formerly an account executive for Bozell & Jacobs, Chicago, has been appointed sales promotion manager of Stewart-Warner Corp., Chicago. Mr. Bond will coordinate advertising and sales programs, and create merchandising campaigns for distributors and jobbers.

BUY

Homes and Gardens

Serving more than 3½-million families - screened for the

BUY ON THEIR MINDS!

POINT-OF-SALE SIGNS AND DISPLAYS

OHIO ADVERTISING DISPLAY CO.

118-120 West Pearl St. CINCINNATI 3, OHIO

*Illuminated and non-illuminated types.

Serving manufacturers of brand-name products from coast to coast.

Representatives in principal cities

103-Year-Old Pfizer Company Does Well in 2-Year Brand Name Venture

CHICAGO, Oct. 14—Within the past two years Charles Pfizer & Co., 103-year-old ethical pharmaceuticals maker, has nearly doubled its sales volume, and its sales force has grown more than 50 times larger.

All this was done since the company began to market a new product under its own name. The product is Terramycin, one of the miracle drugs, which this year hurdled to the top in sales in the antibiotics field, by-passing the two largest antibiotics manufacturers in the country.

The drug was discovered by Pfizer's research men in January, 1950, and in February the board of directors decided to market it under a Pfizer label—the first time in the company's long history such a move has been made.

■ In 1949, Pfizer's sales volume was \$47,500,000. In 1950, after Terramycin had been on the market for nine months, sales had climbed to \$60,800,000 and in 1951 had reached \$100,300,000, 40% of which was brought in by the antibiotic. For the first six months of 1952 sales have been a little over \$53,000,000.

The antibiotics division, which makes and promotes the drug, had eight salesmen (called detail men in the pharmaceuticals trade) in March of 1950. Today the number of salesmen is 500, double the number of last year.

This week the sales force is holding its second annual meeting in Chicago to review the phenomenal growth of the division and to acquaint the new members with each other and the old hands.

■ Following the end of the two-day meeting the 500 pepped-up detail men will descend on Chicago's 5,000 physicians in a two-day sales blitz. This will be rounded out with discussions at the end of each day when notes will be compared on techniques and results.

This year's sales conference is being run as a mock political convention, with Terramycin oral suspension for "president" and Steraject, a new disposable cartridge syringe, as "v.p." Sales managers from each district get up and "pledge" so many sales from their section for the "candidates."

The Pfizer story is one of tremendous growth by a long-established company when it broke away from the traditional promotional methods of its trade and adopted modern techniques.

Of course, the kinds and extent of promotions by the company are circumscribed by the fact that it must work primarily with the medical profession.

■ In actual advertising, Pfizer spends less than the average 19% of sales for the industry. The antibiotics division spends less than 10%. Since the sales of the drug are through the doctor, the increased sales force is calculated to make the needed personal contacts.

These salesmen are for the most part graduates in pharmacy. During summer vacations, medical students are used also.

An unusual aspect of Pfizer's advertising is that instead of sending out an elaborate house organ, as most pharmaceutical companies do, it inserts its house organ, "Spectrum," in the form of 12 to 16 pages of advertising in *The Journal of the American Medical Assn.* bi-weekly. This promotion was begun last June and introduced at the American Medical Assn.'s convention that month in Chicago. In November, "Spectrum" will begin appearing in the journal every week. Like the ordinary house organ of its type, it features general-interest technical articles on medicine without any tie-ups to Terramycin or the com-

pany's other products.

In addition, the company sends out a weekly newsletter to physicians containing digests of important articles in domestic and foreign medical publications.

■ Charles Pfizer & Co. was founded in Brooklyn in 1849 by two German immigrants, Charles Pfizer and Charles Erhart. The company entered the field with Sanotin, a vermifuge, containing the active derivative of wormwood, at that time a new drug in the country. It is used to expel and destroy intestinal worms.

Shortly thereafter, the company expanded its activities to the making of important iodine preparations. In 1852, Pfizer initiated the manufacture in this country of tartaric acid and cream of tartar.

Pfizer made its first major step when it successfully synthesized citric acid. Because its foreign sources, chiefly Italian, were unable to assure a constant supply of citrate of lime at reasonable prices, it set up, in 1914, research

on the fermentation of citric acid from sucrose. The problem was solved and pilot plant operations were begun in 1919. Full-scale production began in 1923.

■ The experience which this production gave Pfizer with deep-vat fermentation enabled it in 1941 and 1942 to develop mass production methods for making penicillin.

Throughout the decade, Pfizer has been active, along with other major pharmaceutical houses, in supplying the government, hospitals, physicians, veterinarians, etc., with antibiotics—including those which have come out since penicillin, such as streptomycin.

Pfizer has sold these drugs and mass quantities of vitamin B and vitamin C to customers who have put them out in packages under their own labels.

Only with the discovery of Terramycin by its own research staff has Pfizer stepped forward to acquaint the public with its name.

■ The story of Pfizer reflects a

revolution which has taken place in the entire drug trade within the past decade. Behind this revolution, of course, is the story of tremendous advances in medical science, especially in the field of the so-called miracle drugs—the sulfas and the antibiotics.

While these advances have been a tremendous boost to the trade, they also represent a constant threat. No sooner is a new drug developed at great expense for research than another may pop up making the new drug obsolete.

■ Prior to the war, Pfizer spent a great deal of time setting up experiments to develop an anti-pneumonia serum. At about the time success was in sight, the sulfa drugs were discovered, making the serum unnecessary. As a result, thousands of dollars in research, including a specially set up plant and rabbits bred for the experiment, had to be scrapped.

With so much research and so many discoveries being made, no drug manufacturer can afford to

SURPASSED ONLY BY METROPOLITAN NYC AND CHICAGO...

Big Aggie Land— a countryopolitan market

IT'S A MARKET made cohesive by one radio station, reached by one station, sold by one station. One of the world's richest agricultural areas, Big Aggie Land's million radio families last year enjoyed an effective buying income of \$4.2 billion, spent \$3½ billion in purchases at retail. Only two areas spent more—metropolitan NYC and Chicago.

BIG AGGIE LAND is the 267 counties in Minnesota, the Dakotas, Nebraska and Iowa covered by WNAX. To the farmers and townspeople of Big Aggie Land radio is news, weather and farm data, entertainment and social life—and radio is WNAX. Radios are found in 97.3% of the homes; 80% listen to WNAX 3 to 7 times a week.



WNAX-570



YANKTON-SIOUX CITY

A Radio Station

Class Radio 570 KC 5000 WATTS

210,081 subscribers to

The Rotarian buy
or approve purchases
of materials, supplies
and services. That's why
The Rotarian is a good
place to tell your story.

fall behind in research on new drugs and refinements of old ones.

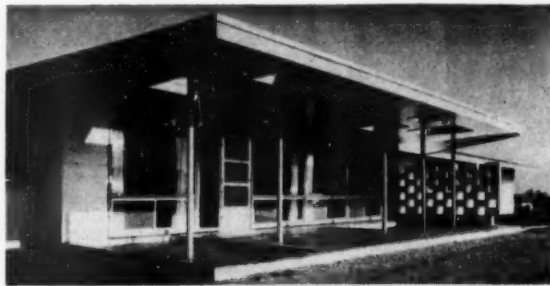
The refinements sometimes entail the keenest competition between members of the trade. This is particularly true of the antibiotics.

It has been found that different antibiotics destroy different kinds of bacteria. Some attack only a few bacteria, some many. Terramycin attacks all the bacteria in the bacteria spectrum, and consequently is known as an all-spectrum antibiotic.

It has been this feature of Terramycin which Pfizer has promoted to the medical profession.

■ The company presently is preparing to release other drugs it has developed to build up its list. In time it expects to have a stock of drugs which will help it to maintain its toe-hold among its competitors who have been selling labeled drugs longer.

One of the most interesting products will be its first venture into the consumer field with an



A FAR CRY FROM DETROIT—Bramson Publishing Co. has moved out of the Curtis Building in Detroit and into this sleek, one-story building near Birmingham, Mich. Bramson, publisher of Production Engineering & Management, said this new location "puts us nearer to many of our important news sources in Wayne, Oakland and Macomb counties."

antibiotic candy, Candettes, which will be introduced in eight weeks.

The candy will be sold across drug counters without prescription and contains polymixin and bacitracin, both antibiotics. While ethical practice does not permit the company to make world-shak-

ing claims for it, Candettes will be pushed as an effective prophylactic for the secondary effects of a cold, such as sore throat, middle-ear infection and respiratory infections. One Candette a day is sufficient to be effective, according to Pfizer. Because antibiotics

are destroyed by gastro-intestinal juices, no toxic effects result from eating the candy in large quantities.

■ Promotion will be confined to point of sale—another first for Pfizer—out of respect to the wishes of the medical profession.

Pfizer also is turning Terramycin loose in the agricultural and animal husbandry fields. A year ago an experimental farm was established in Terre Haute. There, Terramycin is being tried out for its effect on soil, plants, trees, pigs and chickens.

Sows are treated with the drug before, during and after gestation periods and their young are fed with Terramycin-treated foods to see whether better breeds can be developed.

Peach trees have been injected (under the bark) with the drug to see what effect it has in preventing common tree blights.

The farm has produced some amazing results, according to the company, but no information will

be released until the experiments have been carried a little further.

William Douglas McAdams Inc., New York, is handling advertising for the antibiotics division.

RCA Victor V. P. Hits Selling Evils of AM-TV Dealers

LOUISVILLE, Oct. 14—"Dubious" sales policies that have been haunting the radio and television retail industry were outlined here this week at a sales clinic.

J. B. Elliott, v.p. in charge of consumer products, RCA Victor division, Radio Corp. of America, said selling on a price basis alone and merchandising radio and TV sets as appliances were twin evils of the industry.

By these methods and others, however, Mr. Elliott predicted that 5,500,000 TV sets will be sold in 1953.

Speaking at a clinic sponsored jointly by the Kentucky Radio-Appliance Dealers Assn. and Wholesale Appliance Assn., Mr. Elliott said dealers are asking for trouble if they fall for the "fallacy of attempting to build a retail business on a price basis alone."

■ On this basis, he said, dealers "can keep customers only by continuing to undersell the rest of the market" and price cutters "skate constantly on the thin edge of business failure."

Merchandising sets merely as appliances, Mr. Elliott said, reflects a lack of imagination. He pointed out that the role of appliances in life is limited to comfort and convenience, but that radio and TV sets can exert an almost unlimited influence on family life.

Mr. Elliott based his talk on an analysis of "the immense retail effort," which, he said, has resulted in the sale of 190,000,000 radio sets and 20,000,000 TV sets.

The sales of TV sets he estimated for 1953 will not come easily, Mr. Elliott added, because an abundance of consumer goods by that time will increase competition for the consumer dollar.

Maginn Joins Ad Bureau

William E. Maginn, previously with Biow Co., New York, where he handled beverage accounts, has been appointed to the New York sales staff of the Bureau of Advertising, American Newspaper Publishers Assn. He will service accounts in the food classification as a member of the grocery group.

Increases Circulation 70.1%

People Today's ABC statement for the period ending June 30, 1952, shows an average net paid circulation of 592,137. This is an increase of 70.1% over the corresponding period in 1951. No increase in rates has been announced.

N.C. Broadcasters Elect

Cecil Hoskins of WWNC, Asheville, has been elected president of the North Carolina Assn. of Broadcasters. Other officers elected are James McNeil of WTSE, Lumberton, v.p., and Jack Younts of WEEB, Southern Pines, secretary-treasurer.

LATEST DIARY STUDY PROVES

Big Aggie Land—dominated by WNAX

THIS YEAR, as in 1950, 1948, 1946 and 1945, Audience Surveys, Inc. conducted a listener diary study in 80 Big Aggie Land counties representing 5 states. Trends established in earlier studies continued in 1952. There are more radio homes (up 27%*); more sets in use (up 69.3% daytime, 32.6% night); higher WNAX ratings (up 50.7% daytime, 16.1% night); and bigger WNAX average audience (up 91% daytime, 47% night).

WNAX HAS THE TOP RATING in 97.3% of the 500 quarter-hours covered by the diary, up from 87.8% in 1950. On an overall share-of-audience basis, WNAX averages more than 3 times that of its nearest competitor. Locally produced shows account for 48% of the quarter-hours covered by the diary, with a 28% average-share-of-audience, fantastically high in view of the fact that 52 stations received mention in the study.

THE DIARY STUDY** proves the unquestionable dominance of WNAX. Big Aggie Land is a rich, fertile area well worth your cultivation. One radio station, and only one station, delivers it—solidly. That's WNAX, where you belong to keep your sales up and your sales costs down. Further information from The Katz Agency.

* All % comparisons express 1952 increase over 1945.
** For a copy, write WNAX's Promotion Manager in Yankton, S. Dak.

Big Aggie Land **WNAX** Represented Nationally by The Katz Agency

IF IT'S **silk screen**
CALL **"Stan"** FOR
Superb quality
Speedy service
Solid savings

RING PEETH AMBOY 4-3731 (and reverse charges)
"STAN" WILL BE GLAD TO SUBMIT FREE ESTIMATES
AMERICAN SCREENING CO. 24 Elm St., Perth Amboy, N. J.

FREE

To Advertising Agencies

TINT GUIDE KIT

You'll give this handy gadget a choice spot in your top drawer—use it every day! Gives you not only the full gray scale, but also the corresponding tone values in standard red, yellow and blue. Write us today and get yours. P.S. We're pretty sure we can top the photo-engraving results you're now getting—especially on color process work. And the sooner you let us prove it the better you'll like it.

ELECTRO MATIC

ATTENTION TO DETAIL

Photo-engraving

MEMBER OF CHICAGO PHOTO-ENGRAVERS ASSOCIATION
ELECTRO-MATIC Engraving Company, Inc. 10 WEST KINZIE ST. • DELAWARE 7-1277

Babson Plan: Bus Drivers' Commercials

BUFFALO, N. Y., Oct. 14—Downtown department stores are giving a decided cold shoulder to a plan to boost income of the local transit system through a unique advertising program.

The plan was conceived by Roger W. Babson, nationally known economist and largest stockholder in the Niagara Frontier Transit System.

The Wellesley, Mass., financial expert earlier this year acquired a large block of the transit system stock. At that time, he said he had a merchandising idea that would swell the income of the bus system and put it on a paying basis.

Just recently Mr. Babson un-

veiled details of the plan in a talk before the operations division of the American Transit Assn. in Atlantic City. It calls for spot announcements to be made by bus drivers—with department stores, restaurants, theaters and other sponsors footing the bill.

The bus driver's message would be carried over amplifiers in the bus and over another speaker atop the bus, beamed at street traffic.

The individual spot announcements would cost the sponsors about 25¢ each, according to the plan.

Mr. Babson told the transit group his advertising plan could generate additional income of nearly \$1,000,000 a year for the local transit system. He contends it would be possible to make 1,200 spot announcements a day at one downtown intersection alone.

Here is the way the economist explains the plan:

"At a certain stop, the bus operator would announce, 'The next stop is for the ABC Department Store, which is putting on a big sale of white goods today.' The bus driver will make these announcements only when the bus is stopped—never when in motion or when making change. Moreover, the announcement would be amplified on loud speakers at each end of the bus and on the outside roof of the bus so those on the sidewalks may also hear."

Local executives of the Niagara Frontier Transit System to date have reserved judgment on Mr. Babson's proposal, but department store executives say, in effect, "Not a chance."

Principal objection of store executives to the plan is that it makes a "captive audience" of bus riders. They don't like this type of advertising medium, pointing out that it frequently irritates and alienates a consumer, rather than making a customer out of him.

Merchants also pointed out that the average bus driver is not trained or qualified to deliver effective commercials over a public address system. Thus, the retailer might or might not be getting good sales messages for his advertising investment.

No store executive expressed enthusiasm for the plan and none said he was ready to support it to the extent of including it in the store's advertising budget.

It was reported that Mr. Babson had a representative here recently interviewing store heads on their feelings toward the plan. The economist also has discussed the idea informally with some officials of the transit company.

2 to Direct Companies' Sales

W. Imrie Walker has been appointed sales director and Henry E. Purchell sales manager of Groul's Ltd. and Valleyfield Silk Mills Ltd., Montreal. Mr. Walker, who joined the companies' sales staff in 1933, has been sales manager since 1936 and a director since 1940. Mr. Purchell has been a member of the sales staff since 1935. He will direct the companies' sales activities.

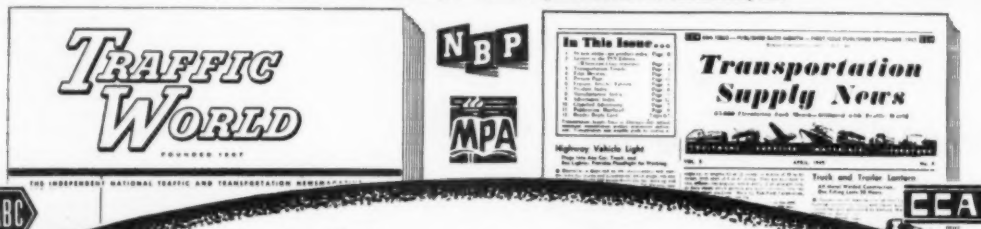
Test Shelf Service Shoes

United Public Markets, chain of supers with headquarters in Pawtucket, R. I., has begun a radio test campaign on its new shelf service shoe department, just installed in a Providence unit. Saturation radio is being used Thursdays, Fridays and Saturdays over WEAN, Providence, for a period of 13 weeks. FitzGerald Inc., Providence, handles the advertising.

2 Name Burke Dowling Adams

Atlanta Paper Co., Atlanta, has appointed Burke Dowling Adams Inc., Montclair, N. J., to handle its advertising. The agency has been named also to direct advertising for the Scandinavian Airlines System Inc., New York.

Member of National Business Publications and Magazine Publishers Association, Inc.



Advertising in

TRAFFIC WORLD and Transportation Supply News

gives Greater Impact

because of these Affiliated Services



Daily Traffic World

While Traffic World weekly is published every Saturday, Daily Traffic World is published Monday through Friday, except on holidays. A high subscription price daily, it provides a complete daily report of all traffic and transportation news. No advertising is carried. Daily Traffic World is published in Washington, D.C., at the end of every business day.

Book Service

A complete library service for executives, teachers and students, offering a wide selection of books concerning the entire field . . . including not only books published by The Traffic Service Corporation, but also those of other leading publishers.

Watching Service

This service includes the personalized reporting of detailed information about particular matter which is not possible to publish. This department acts as a "watch dog" for many subscribers at the I.C.C.,

F.M.B., C.A.B., various other government departments and the congress.

Traffic Bulletin

A week-by-week report of changes in rates as initially proposed, abstracts of all freight tariffs filed with the regulatory agencies, and action of the latter reflected in suspended tariffs, fourth section applications and petitions are included. Published every Saturday.



EDUCATIONAL DIVISION

Educational Division of The Traffic Service Corporation ties together the College of Advanced Traffic and the Academy of Advanced Traffic—advanced in course content, teaching methods, and training—devoted solely to a single subject of transportation and traffic management.

Material Extensively Used

Transportation and traffic management training of the Traffic Service Educational Division is recognized and highly regarded by leaders in the industry. Not only is it taught via resident training, via extension courses, but also it's being used by over 70

universities, colleges, traffic club study groups, and the like.



Nation-Wide Extension Training

The same resident training in four key centers is available the country over by correspondence. Thousands of men and women avail themselves of extension training offered by the Extension Division of the College of Advanced Traffic out of the Chicago office.

Four Resident Schools

The College of Advanced Traffic maintains resident schools in Chicago and Detroit, while the Academy of Advanced Traffic operates schools in New York and Philadelphia.

Write for additional information on the educational division or for copies of our publications. No obligation.

Traffic World and Transportation Supply News are part of a family of services of The Traffic Service Corporation — America's only organization devoted solely to traffic and transportation management publishing and education. Advertisers in these two publications get a greater impact because of these closely tied-in affiliates — a setup not common in publishing generally.

Traffic World

The traffic and transportation news magazine, published every Saturday, consisting of news reports of legal, legislative and regulatory developments affecting all carriers, as well as of general transportation news, supplemented by feature articles dealing with the handling of practical transportation problems. Circulation is ABC—over 9,000 paid. Subscription price, \$24 a year, 90% renewal.

Transportation Supply News

Reports new developments in equipment, supplies and materials for users of transportation services as well as all carriers. This tabloid monthly was founded in 1945 and has shown consistent gains in advertising volume. TSN's easy-to-read, easy-to-reply-to format assures tangible results from sales producing inquiries. Product items well illustrated. Liter-

ature items published. 45,000 monthly coverage—CCA circulation.

THE TRAFFIC SERVICE CORPORATION

Founded 1907

State-Madison Building

22 West Madison St., Chicago 2, Ill.
SAN FRANCISCO 3 NEW YORK 17
821 Market St. 253 Broadway

THESE FACTS TELL WHY...

Food Topics Is Your Basic Buy

FOR 1953

Compare Up-To-Date Circulation Figures

FOOD TOPICS	97,919
PROGRESSIVE GROCER	84,892
NATIONAL GROCERS BULLETIN	65,047
CHAIN STORE AGE	34,218
SUPERMARKET MERCHANDISING	17,270

The only publication giving broad, ample — basic! — coverage of all top echelons is FOOD TOPICS!

Compare New Advertising Costs

	7" x 10" ad (b & w)	Cost per M
FOOD TOPICS	\$840 (13 x)	\$ 8.57
PROGRESSIVE GROCER	900 (12 x)	10.57
NATIONAL GROCERS BULLETIN	632.50 (12 x)	9.73
CHAIN STORE AGE	590 (12 x)	17.36
SUPERMARKET MERCHANDISING	320 (12 x)	18.60

The most economical publication in the national food trade is FOOD TOPICS!



5 SECTIONAL EDITIONS OF FOOD TOPICS

The sectional editions of FOOD TOPICS give you the chance to reach top volume grocery men in each section of the nation at minimum cost. Ideal for firms with sectional distribution and for those sponsoring sectional promotions.

1. PACIFIC COAST EDITION
2. NORTH ATLANTIC EDITION
3. NORTH CENTRAL EDITION
4. SOUTHERN STATES EDITION
5. GREATER METROPOLITAN NEW YORK CITY EDITION

Each sectional edition is identical in every way with the national edition of FOOD TOPICS. Each reaches the chains, supermarkets, wholesalers and large volume independents in each area in which you are interested.

Get full details from your FOOD TOPICS' representative.

Compare Readership Facts

JOURNALISTIC VITALITY: To date, over 5,000,000 reprints of FOOD TOPICS' editorial features have been requested, made up and used by key food organizations like A & P, Safeway, Kroger, Good Brothers, Francis H. Leggett.

READER CONTRIBUTIONS: More than 48,000 chain, supermarket, wholesaler and independent grocery men have contributed to FOOD TOPICS' annual marketing and statistical services. Men in firms like Grand Union, National Tea, The Schumacher Co., Good Deal Supermarkets, Winston & Newell.

MAIL & PERSONAL READERSHIP STUDIES: Out of a long series of intensive readership studies conducted by top name research firms against bona fide independent lists of high quality stores, FOOD TOPICS has been consistently found in front. Of 27 studies so conducted, FOOD TOPICS was first in circulation and regular readership in 21 of these studies.

For more reasons than ever before—

Your Basic Food Trade Buy in '53 is

FOOD TOPICS

330 W. 42nd Street, New York 36, N. Y.

McCann Buildup Put Over Cinerama

Three-Dimensional Movie Packs Them In; Future for It Is Undecided

NEW YORK, Oct. 14—This big town has been dragging out all its superlatives for Cinerama, a sensational new movie process which gives the illusion of three dimensions.

Its introduction to the public, started here several days ago in the Broadway Theater, has been a dazzling success. Lured in by McCann-Erickson's eye-catching ads which promised them a seat in the middle of the picture, people have been flocking to see what the excitement is all about. To satisfy their curiosity, they pay up to \$2.80 on a reserved seat basis.

■ When they get there they find "This Is Cinerama" is a good substitute for folks who can't do their traveling away from home. The collection of scenes takes them into the lead car of a twisting roller coaster, then soaring through the air in a converted bomber and, in a more soothing mood, through the canals of Venice in a gondola.

Other highlights: A Spanish bull fight, a Scottish drill and Florida's winter carnival.

Working on a \$75,000 budget, McCann-Erickson built pre-premiere excitement with vivid newspaper copy backed up by saturation radio and TV spots. As a result, "This Is Cinerama" opened with an advance sale second only to that of "Gone with The Wind."

■ After 10 days of packing them in, the two-hour movie is still sold out for the next six weeks—all the best seats, that is. The theater is getting out-of-town mail at the rate of 1,500 letters a day and is turning away nearly 1,000 people at every performance. Yesterday six new telephones were installed.

Cinerama gets the spectator "into the picture" by shooting with a three-lens camera, with each lens filming a different angle. Three different projectors are used to project these synchronized reels on a concave 25x51' screen, which is about six times the usual movie size. Six loud speakers, coming from various parts of the theater, carry the sound to the audience.

■ Invented by Fred Waller, who has been playing with the idea since 1936 when he made trick films for Paramount, the system was a flop 15 years ago. At that time a corporation set up to handle the process—which Mr. Waller says Hollywood fought against—was dissolved "because the stockholders thought the process was too intricate."

This time the motion picture moguls are more receptive. Adolph Zukor, Paramount board chairman, believes its "possibilities are enormous," but doesn't want to predict just how it will affect the industry.

Louis B. Mayer, who left Metro-Goldwyn-Mayer some time ago, is interested in making his next film a Cinerama production. He is one of the investors in Cinerama Inc., which controls the franchises for the process and owns the equipment. This company is headed by Hazard Reeves. Another company has been set up to handle the distribution end of the business. Commentator Lowell Thomas and Banker Dudley Roberts are principals in this one.

■ At week's end, four producers, including John Ford, who is associated in Argosy Pictures with Merian C. Cooper, general manager in charge of production for Cinerama, were said to be making arrangements for Cinerama fea-

tures. If these talks are fruitful, the first pictures to be made will be a western, a musical and a Civil War opus.

The standard comparison has been to suggest that Cinerama will be to the industry what sound was a quarter of a century ago. Whether this will be the case remains to be seen.

The Cinerama movie on display here cost \$1,500,000. It will be no more expensive to Cinerama-film a feature than to shoot the same story in standard black and white. However, installation of the necessary projecting and sound equipment is costly—from \$35,000 to \$75,000. And at the moment, there are only two sets of projectors in existence.

The space required for the three projecting booths cuts down on the seating capacity of the house—from 1,600 to 1,250 in the case of the Broadway. And the intricate

system requires 12 operators. Big motion picture houses generally have four on duty for their films.

■ There is also the big question of how much Cinerama expects to get from producers for rights to the process.

But whatever the answers to these questions, the motion picture industry has been shown that people will still battle their way in to watch an exciting attraction.

Cinerama's coming dates are still uncertain, but Chicago will probably be next to get a look at the newest thing in movies.

Burry Switches Account

Burry Biscuit Corp., Elizabeth, N. J., has switched its account from W. Earl Bothwell Inc., New York, to Beacon Advertising Associates, New York.

Thompson Heating to Haehnle

Thompson Heating Co., Cincinnati, has appointed Haehnle Advertising, Cincinnati, to handle its advertising.



EARLY CHRISTMAS—Dave Garroway mugs appropriately at the toys he will be selling next month on "Today" (NBC-TV) for Noma Electric Corp. Product demonstrator (right) is Joseph Ward, executive v.p. for Noma, first sponsor to sign for a pre-Yuletide saturation drive on the early morning telecast.

Grand Rapids Agency Bows

C. M. Montague Associates, Grand Rapids, a new agency, will

specialize in public relations and publicity of all types for all media, and will also handle several national advertising accounts.

Biggest **October**
in
Modern Romances
History



You Can Sell America's Youngest

Great Scot: That's Johnnie Walker's New Ad Theme

NEW YORK, Oct. 15—Canada Dry Ginger Ale Inc., distributor of Johnnie Walker Scotch whisky, is launching an entirely new advertising campaign for that product in nine consumer magazines, more than 100 newspapers, seven outdoor markets and major beverage business papers. J. M. Mathes Inc., New York, is the agency.

The campaign is based upon a market study of slogans, art treatments and trademarks and features a new slogan, "Great Scot," a new art technique, and greater emphasis upon the familiar trademark, the figure of Johnnie Walker.

The 12-month campaign will be one of the largest ever used for the product. Full-color ads will appear uninterruptedly through-

out the year in Collier's, Cue, Esquire, Fortune, Holiday, Newsweek, The New Yorker, Social Spectator and Time.

Newspaper ads will be used in about 100 newspapers on a weekly insertion basis. Outdoor signs and spectaculars will be used in seven market areas, and business papers in the beverage field will complement the year-round schedule.

The new slogan, "Great Scot," will be used in two ways: first, in a series showing the striding figure alone, headlined "Great Scot, what wonderful whisky." The second will be a series showing Johnnie Walker stepping into realistic hunting, golf and skiing scenes, headlined "Meet a Great Scot."

Hannon Made West Coast Rep
Hablemos del Hogar Y de La Moda, weekly Latin American newspaper supplement for women, published by Suplementos Asociados Inc., New York, has named Justin Hannon, Los Angeles, to be its exclusive representative for the West Coast.

Jack Poust Directs Blackberry Julep Ads at Women Who Don't Really Like to Drink

NEW YORK, Oct. 14—A new approach in liquor advertising was introduced last week by Jack Poust & Co. for its Blackberry Julep in four column ads in the New York Post and World Telegram & Sun. Alfred J. Silberstein, Bert Goldsmith Inc. is the agency.

The thinking behind the advertising was inspired, to a degree, by the series of articles ADVERTISING AGE has been running on the late Albert D. Lasker, Harvey A. Robbins, account executive at the agency, told AA.

"This type of advertising, as far as we know," Mr. Robbins said, "has never before been tried in the liquor and wine industry. The approach was chosen because we had a limited amount of money to spend and we felt that a strong selling ad of this kind might do the job for us."

"The articles that AGE has been

running on Lasker gave us the idea for the type of copy we felt was needed. Some of Lasker's early mail order ads that AA reproduced with hard selling, reason-why copy were just what we wanted, with a modern approach. So we went back to basic advertising and these ads are the result."

The ads appeared in both newspapers last week and will appear again Oct. 23, Nov. 18 and Dec. 1 and 12 in the New York Post, and on Oct. 24, Nov. 19, Dec. 2 and 11 in the World Telegram & Sun.

In addition to the newspaper advertising, Poust is using Rayburn & Finch on WNEW three times a week in one-minute radio spots, and one-minute spots three times weekly on the Carlon Fredricks Show on WMGM. Car cards also are being used in New York

Solution to a woman's problem

A black and white advertisement for Blackberry Julep. It features a close-up of a woman's face on the right, looking thoughtfully to the side. On the left, there is a bottle of Blackberry Julep. The text is arranged in columns around the image, with a headline at the top: "Solution to a woman's problem".

FRANK MESSAGE—Jack Poust & Co.'s new ad for Blackberry Julep.

The newspaper ads, headed "Solution to a woman's problem," profess to be "a frank message of importance to those who do not enjoy the ordinary social beverages."

The copy develops the idea that many women do not enjoy "the same social beverages others drink," and have found no alternative. It is explained that Blackberry Julep was developed "as an answer for a drink you can enjoy with a clear head and at the same time provide a mildly alcoholic beverage for all."

Copy further explains that the julep is an original wine specially made from a fresh berry concentrate, tells why it is different from other wines and cordials, suggests a number of ways to serve it and ends by telling the price, \$1.55 for a fifth.

Appoints Margot Francis

Margot Francis, formerly in sales promotion work for Marshall Field & Co., Carson Pirie Scott & Co. and Blums-Vogue, has been appointed midwestern editor for Retail News Bureau, a reporting service. She will headquarter in Chicago.

Caswell Co. Names Agency

George W. Caswell Co., San Francisco maker of Caswell's National Crest coffee, has appointed Hoefer, Dieterich & Brown, San Francisco, to handle its advertising, effective Nov. 1. Campaign plans are now being formulated.

Here's why advertising revenue hit a new October high— biggest in Modern Romances history:

1. Most concentrated audience of *young* homemakers in America. In Modern Romances, leading advertisers sell young marrieds *first*, and *keep* them sold.
2. Unique merchandising services that *sell*:

MODERN FAMILY SECTION—only service section exclusively for young parents of young children.

INFANTS' AND CHILDREN'S SECTION — provides retail tie-ins, windows, local newspaper ads for advertisers' products in leading stores from coast to coast.

HAPPY HOMEMAKING — only-one-of-its-kind merchandising program takes advertisers' product stories right into homes of half-a-million brides... the newest homemakers of all... in permanent, year-round form. PLUS — monthly merchandising to 17,000 top supermarkets doing 42% of *all* food sales.

Married Woman Audience in . . . Modern Romances

Dell Publishing Company, Inc.

261 Fifth Avenue, New York 16, N. Y.

A black and white advertisement for Opportunity Magazine. It features a close-up of a man's face on the left, smiling. To the right, the text "THIS MAN IS READY TO WORK FOR YOU!" is written in large, bold, capital letters.

You have never met this man. You probably never will. Yet he is ready and willing to go to work for you . . . to sell your product or service entirely at his own expense. He is typical of thousands of direct-to-consumer salespeople all over America . . . including vast numbers of women, too. They are experienced and sales-wise. They live among the customers they serve. They are ready to push doorbells and make personal calls and demonstrations to the very people you consider your best prospects. Their contact with the home office is almost entirely by mail.

The direct selling field is big, important, a seven billion dollar industry. Yet even the most modest firm can enter and serve national distribution remarkably fast and with astonishingly small sales cost.

One publication has served the independent direct salesperson for the past 28 years . . . OPPORTUNITY MAGAZINE. Direct salespeople read OPPORTUNITY and act upon the offers made in its columns.

The merchandising department of OPPORTUNITY . . . headed up by long-experienced Barney Kingston . . . will help you analyze your product for direct selling possibilities . . . and help you also in copy preparation, planning and follow through. Write today, in detail, and let us tell you about this OPPORTUNITY service that is yours without cost or obligation.

OPPORTUNITY MAGAZINE

Dept. A161, 28 E. Jackson Blvd., Chicago 4, Illinois

BUYING IS BIGGEST
IN THE
PARENTHOOD
PERIOD!

100%
OF

PARENTS' MAGAZINE'S 1,400,000
circulation is in this biggest-buying period
while General Magazines have only 51.1%
and Women's Magazines have only 55.8%
in the biggest-buying Parenthood Period!

Price Cutting Leads Halligan, Meck to New Methods of Distributing Sets

CHICAGO, Oct. 14—Perhaps William Halligan and John Meck should get together, if they haven't done so already. Both gentlemen seem to have been thinking a lot lately about the same problem.

Both are presidents of leading television manufacturers, Mr. Halligan of Hallicrafters Co. and Mr. Meck of Scott Radio Laboratories Inc.

Both have issued statements in the past few days on the ill effects of price cutting on the television industry, Mr. Halligan in a speech to a meeting of the Pacific Coast

section of the National Assn. of Electrical Distributors.

Both have plans to safeguard brand name prices. Mr. Meck is thinking along lines of factory outlets in principal markets with surrounding franchised dealers. This is very much the way the automobile industry met a similar problem some years ago.

Mr. Halligan says his company has a sales, distributing, advertising, merchandising program to help its dealers and protect them which it will unveil in the near

future.

Mr. Meck's plan goes back six months. At that time, he formed Meck Television Inc., a chain of 21 retail stores in major cities to sell his television sets (AA, March 31). He also continued to offer his sets to other dealers at the same price. After a six-month trial, he feels the system licks the evil which Mr. Halligan claims is a "mad rush to commercial suicide" for manufacturer, distributor and dealer.

Mr. Meck claims his system has five advantages.

"1. The manufacturer-retail arrangement bypasses the cumbersome distribution system now followed by the rest of the industry."
"2. Top-value sets can be offered

at a low price because of the elimination of the distributor's markup and national advertising as well as the economies made possible because the sets are manufactured in close adherence to orders and are sold in mass lots.

"3. There is no price cutting of the brand among competing dealers since the sets are available only through the Meck stores and other carefully selected large dealers.

"4. The assurance of mass production and mass distribution, since other dealers are offered the same arrangement as the Meck stores and buy in large quantities.

"5. An intensive local advertising program—in some cities the largest local advertising program carried on for any television brand."

Mr. Meck contends that his system does away with the ponderous distribution system which often delivered sets to dealers about the time the manufacturer had made them obsolete with a new model.

Both Mr. Halligan and Mr. Meck scored this practice as one of the principal causes of price cutting. They point out that dealers are forced to cut prices on obsolete sets in order to get the consumer to accept them.

Another practice which both men condemn strongly is that of manufacturers offering "special deals" to dealers at times of overproduction.

Mr. Halligan in his speech remarked, "Manufacturers recklessly overproduced—manufacturers and distributors in a frantic effort to move merchandise that was temporarily flooding the market offered every crazy deal imaginable, from a bunch of \$50 bills under the table to a pickup truck, if you bought a sufficient number of distress television sets."

This not only represented a loss to the manufacturer, he pointed out, but often left the dealer with an overstock which he had to sell at a cut price.

Both men pointed to an article in *Fortune* several months ago which stated that consumers in big cities thought only suckers bought appliances at list price.

While Mr. Halligan did not reveal the details of his plan, he indicated that it was one in which Hallicrafters would undertake to guide the dealer and distributor and to protect them from price-cutting practices.

Mr. Meck asserted that his program would eventually enable his company to sell as many sets through 200 dealers as other manufacturers sell through 500 to 1,000 dealers. As soon as his present operation has been studied and simplified, he said he would expand it to include other durable goods by other manufacturers.

Food Chains Ring Up August Gain of 10.4% Over 1951

A regional sales survey conducted by *Chain Store Age*, New York, shows August chain store sales up 10.4% over August, 1951. The increase was the highest registered by the chain grocery industry in the preceding nine months. Sales of 98 chains operating 15,437 stores were reported.

Leading the nation for the 12th successive month were the Southwest food chains with a sales jump of 16% over the preceding August. Southeastern chain sales were up 14% and for the mountain region, 14%. The Pacific Coast registered an 11.1% gain, a 10.7% gain was reported in the West Central area, and 10.4% in the New England states. Middle Atlantic sales rose 8.6%, and in the East Central region 8.4%.

JWT Appoints Rice to Staff

Donald Rice, formerly in the advertising department of Procter & Gamble Co., Cincinnati, has joined the service representative staff of J. Walter Thompson Co., Chicago.



16,500
NOW—over ~~15,000~~ Theatres
run Screen Advertising

Advertise your product dramatically and economically with Spot Movies (film commercials) in theatres. Movie Advertising combines sight, sound, action, and color plus GIANT SIZE—to give your sales message maximum impact.

The movie audience, attracted by high-priced Hollywood talent, is comfortably seated and relaxed when your message reaches them. This assures virtually 100% attention.

Today, screen advertising can reach an average weekly audience of 45 million movie-

goers, covering almost all cities and towns with 1,000 or more population. You can pick special markets, even special neighborhoods, on a completely selective theatre-by-theatre basis.

TIP TO TV ADVERTISERS

Make your TV film commercials do *double duty* by showing them in the movies in areas not reached by TV.

Get more information. Call or write our nearest office.

MOVIE ADVERTISING BUREAU

NEW YORK: 70 East 45 St.
CHICAGO: 333 North Michigan Ave.
NEW ORLEANS: 1032 Carondelet St.

KANSAS CITY: 2449 Charlotte St.
CLEVELAND: 526 Superior N.E.
SAN FRANCISCO: 821 Market St.



*the
old
gray
mare,
she ain't...*



**3 to 1 Is Tractors-Owned Score
of Midwest Unit Subscribers
Over Farmers in Other States**

You'd look far to find the "old gray mare" on a Midwest landscape today. The production job in the "richest farm market in the world" long ago became too much for her.

Of all tractors in the U. S., better than 36 per cent are owned by farmers of the 8 Midwest states.

**THEY'RE IN THE MONEY...
AND THEY'RE IN THE MARKET**

- More than double the income.
- More than double the investment in land and buildings.
- Three times the tractor ownership.

That's how the 1,276,107 Midwest Unit subscribers compare with farmers of the 40 other states.

In any appraisal of the 8 Midwest states as a market for your products and services, two additional facts stand out: (1) the Midwest is predominantly a rural market; (2) more farmers depend on their local farm papers for information of all kinds than on any other medium. Buy the Unit—one order, one plate at a substantial saving in rates.



MIDWEST Farm Paper UNIT



RICHEST FARM MARKET IN THE WORLD

OFFICES OF MIDWEST REPRESENTATIVES AT:
250 Park Avenue, New York... 59 East Madison Street, Chicago
Rust Building, San Francisco... 1324 Wilshire Blvd., Los Angeles

IN THE MIDWEST, FARMING IS BIG BUSINESS...AND GOOD LIVING

Bert Garmise Moves Offices

Bert Garmise Associates, publishing consultant, has moved to larger quarters at 509 Madison Ave., New York 22.

Appoints Hilton & Riggio

Scalamandre Silks Inc., New York, has named Hilton & Riggio, New York, to direct its advertising and promotion, effective Nov. 1.

Coming Conventions

*Indicates first listing in this column.

Oct. 19-22. Western Classified Advertising Assn., Mission Inn, Riverside, Cal.

Oct. 20-21. Agricultural Publishers Assn., annual meeting, Chicago Athletic Club, Chicago.

Oct. 20-21. Boston Conference on Distribution, Hotel Statler, Boston.

Oct. 20-23. Financial Public Relations Assn., annual convention, Hotel del Coronado, Coronado, Cal.

Oct. 23-24. Audit Bureau of Circulations, 38th annual meeting, Drake Hotel, Chicago.

Oct. 25-29. Screen Process Printing Assn., International, 4th annual convention and exposition, Hotel Sherman, Chicago.

Oct. 26-28. Advertising Managers Bureau of New York State Dailies, fall meeting, Hotel Utica, Utica, N. Y.

Nov. 3-8. National Assn. of Photo-Lithographers, 29th annual convention and exposition, Hotel New Yorker, New York.

Nov. 16-18. National Newspaper Promotion Assn., central region meeting, Deshler-Wallick Hotel, Columbus, O.

*Nov. 17-18. National Business Publications, annual fall meeting, Biltmore Hotel, New York.

Nov. 20-22. Southern Newspaper Publishers Assn., annual convention, The Greenbrier, White Sulphur Springs, W. Va.

Dec. 7-11. Outdoor Advertising Assn. of America, 55th annual convention, Conrad Hilton Hotel, Chicago.

Dec. 12-18. National Assn. of Display Industries, semi-annual convention, Hotel New Yorker, New York.

Dec. 27-29. American Marketing Assn., conference, Palmer House, Chicago.

Feb. 5, 1953. Associated Business Publications, annual midwest clinics, Drake Hotel, Chicago.

Feb. 9-11, 1953. American Management Assn., marketing conference, Hotel Statler, New York.

Feb. 25, 1953. Associated Business Publications, annual eastern clinics, Roosevelt Hotel, New York.

April 20-23, 1953. American Management Assn., packaging conference and exposition, Navy Pier, Chicago.

April 30-May 3, 1953. Associated Business Publications, annual spring conference, Hot Springs, Va.

ABP Sends Members Recommendations on Standard Practices

NEW YORK, Oct. 14—The Uniform Practices Committee of Associated Business Publications has sent to member-publishers its "recommended standards for business paper practices." Angelo Venezian, assistant to the director of advertising, McGraw-Hill Publishing Co., is chairman of the committee.

The mailing, Mr. Venezian explained, is a binder with enclosures. It is part of the work the ABP committee does to help business paper publishers operate more efficiently and to improve relationships with advertisers and agencies.

The binder presents suggested standards in five areas.

1. A code of ethics for business papers.
2. Standards of practice for business papers.
3. Standard second colors recommended by the American Assn. of Advertising Agencies.
4. ABP's recommended contract acknowledgement forms.
5. Suggested outline and wording for publishers to follow in stating their policies on (a) agency commissions; (b) cash discounts; (c) bleed and oversize advertisements, and (d) production charges.

■ A five-page index lists the binder's present contents and those areas in which recommendations will be made in the future. These include suggested outline and wording on general advertising rates; cover rates; preferred positions; color rates; inserts, and mechanical requirements.

The committee is now working on a glossary of business paper publishing terms. This will form part of the contents of the standard binder.

All standards suggested so far, Mr. Venezian said, have been studied and reviewed by ABP member papers in cooperation with the Business Papers Committee of the Four A's. The latter has contributed the buyers' point of view, essential in accomplishing one of the standardization activity's objective, namely, better understanding of publishing policies and terms by buyers of advertising space.

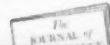
Members of the committee include Louis C. Greene, v.p., *Publishers' Weekly*; C. Miles Burpee, v.p., Simmons-Boardman Publishing Co.; Charles H. Hashagen, treasurer and business manager, *Chain Store Age*; Henry W. Marks, assistant publisher, *Printers' Ink*; Albert W. Moss, executive v.p., *Standard Rate & Data*, and William P. Winsor, publisher, *Materials & Methods*.

Begins Saraka Promotion

Union Pharmaceutical Co., Montclair, N. J., has launched a fall newspaper campaign for Saraka, its bulk laxative. There will be insertions in 150 newspapers in 105 cities. The copy has been previously tested in eight trial markets. Grey Advertising, New York, is the Saraka agency.

The Accounting Fraternity is a Market...**BIG and INFLUENTIAL**

The accounting fraternity includes Financial V.P.'s, Treasurers, Controllers, C.P.A.'s, Office Managers, Independent Public Accountants. *The Journal of Accountancy* will pin-point your sales message to these buyers of office machines, record-keeping systems, forms, and supplies; these advisors on taxes, investment and loan requirements, pension plans, and insurance programs. See S.R.D.S. Business Pub. Section, Class No. 20.



ESTABLISHED 1905 • CIRCULATION 62,914 A.B.C.

The JOURNAL of ACCOUNTANCY
270 MADISON AVENUE • NEW YORK 16, N. Y.

In Philadelphia
... people watch
WPTZ
more than any
other TV Station!*

*Not our estimate but ARB figures for the entire year of 1951 and the first 6 months of 1952

WPTZ

NBC - TV AFFILIATE

1600 Architects Building, Phila. 3, Pa. Phone LOcust 4-5500, or NBC Spot Sales

231,470 homes

... average value, \$20,000.00

... total value over \$4½ billion

are owned by 79% of the

293,000 readers of

The Rotarian.



COMPANION STILL TOPS IN BEAUTY & GROOMING LINAGE

"Beautiful Buy," says Julius Joseph, Jr., media director of Franklin Bruck Advertising Corp.

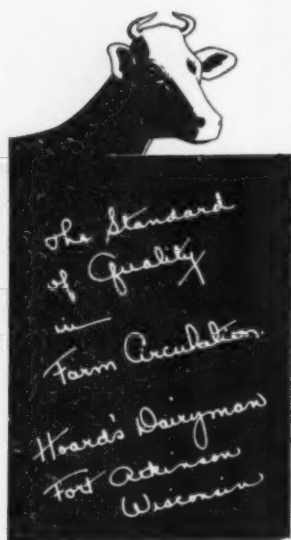
COMPANION representative, Matt Jennings, submits some very attractive figures for a toiletries advertiser: COMPANION led the field in beauty and grooming editorial linage in 1951 and *still* leads for the first 8 months of 1952! You just can't beat that for editorial support. That's why the COMPANION was the *only* magazine in its field to show a gain in toiletries and toilet goods advertising linage in 1951!

Beauty and Grooming Editorial Linage as reported by Lloyd Hall:

	1951	1st eight mos. 1952
COMPANION	30,622	18,820
Good Housekeeping	23,745	12,471
McCall's	21,860	15,260
Ladies' Home Journal	10,965	10,100

Woman's Home COMPANION

CURRENT CIRCULATION OVER 4,250,000



Sen. Benton Invites Television Viewers to Criticize His Campaigning Techniques

FAIRFIELD, CONN., Oct. 15—Attention, would-be office holders and their managers.

With Nov. 4 getting closer all the time, you should be interested in one candidate's efforts to find out what kind of video campaigning goes over best with the fans (and voters).

The pioneering politician is Sen. William Benton (D., Conn.), who is up for reelection this fall. He made his TV experiment during September over his state's lone video station, New Haven's WNHC-TV.

Convinced that television can revolutionize politics, he went to his constituents to get their ideas on the effective use of the medium. In two weeks he presented six programs with varied formats; he then asked for a frank expression of the viewers' opinions on his TV technique. To be sure they would take the time to write him, the

senator offers a set of Encyclopaedia Britannica for the letter an impartial committee selects as best and Encyclopaedia Britannica yearbooks to 100 runners-up.

■ When the returns were in the fans, for the most part, were found to favor a combination of two techniques—a question and answer session and straight talk by the candidate.

Among the suggestions offered to the senator on video campaign advertising: "Don't ever use Howdy Doody's time on TV," "We want serious programs without any gimmicks," and "Give us the old-fashioned, down-to-earth straight political speech."

The first warning above calls attention to the extra hazard that Sen. Benton, a man who knows a thing or two about advertising himself since he was one of the founders of Benton & Bowles, faces



ANNIVERSARY CELEBRATION—John W. Hill, founder and president of Hill & Knowlton, public relations counsel, holds a silver tray received from V.P. Merrick Jackson on the occasion of the company's 25th birthday. Applauding (at left) is Joseph Libasci of the New York office.

in using television in a single station market. The chances are that somebody, finding his favorite

show blacked out to make room for a political pitch, is going to be annoyed whatever time the senator chooses for his video appearances.

■ Listener reaction was especially favorable to programs with a "Youth Wants to Know" type format with teen-agers asking candid questions, and sidewalk interviews with adults making the queries. Reaction to a "Meet the Press" type telecast was mixed. Objectors complained that "newspaper men do not typify the average citizen."

There was some praise for the information included in a 22-minute film summary of the career of "Bill Benton, Fighting Senator." Others thought endorsements in the program by congressional cronies a waste of time. "We all know Barkley and Kefauver like you," a man from New Haven wrote.

As a result, this film, which will be re-run six to eight times more before election, has been edited down to 14 minutes.

■ Opinion was divided on the effectiveness of a seven-hour talkathon on radio and TV. An admirer said the senator showed to advantage because he demonstrated that he could answer important questions on the spot without consulting his aides. Less enthusiastic viewers complained of repetitious questions.

So much mail came in from arm chair political strategists that Sen. Benton added a post-script program to the series. Nine of the letter writers were invited to join him for a 15-minute telecast.

■ The windup phase of the senator's campaign will combine television, radio and newspapers. There will be at least ten more Benton telecasts. In line with the viewers' expressed preferences, these will be mainly question and answer periods and one-man discussions of the issues by the candidate. Sen. Benton will use a great deal of illustrative material on these programs—charts, film clips, etc.

A series of 15-minute radio addresses will be transcribed for state-wide coverage. The station lineup had not been completed at press time. Edward Owen & Co. is the solon's agency.

Tie-in newspaper ads announcing the senator's TV appearances are being used regularly. In addition, 500-line copy is running in several weekly papers. For major impact there will be two or three page ads in the waning hours of the race.

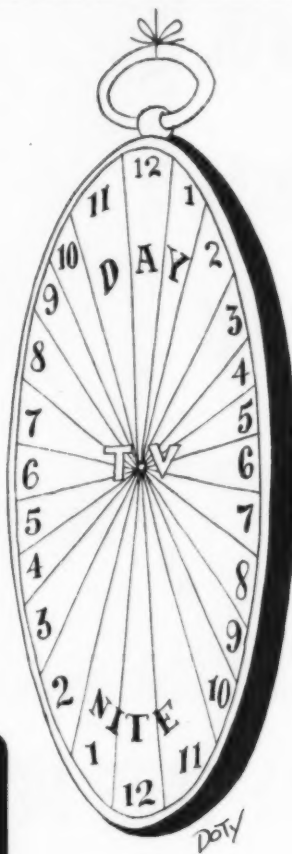
Irvin Joins JWT Staff

Karl E. Irvin Jr., formerly with McCann-Erickson, New York, has joined the radio-television department in the Chicago office of J. Walter Thompson Co. Mr. Irvin formerly was associated with Foote, Cone & Belding, New York, and Crane Co., Chicago.



**groping
for tv
program
time?**

**you can do
better
with Spot-
much better**



There's no groping when you buy national TV coverage on a Spot basis: Full choice of markets and time offerings . . . no minimum group requirements . . . wholehearted station cooperation . . . better picture quality than kinescopes . . . savings in time charges—enough to cover film prints, their distribution and other costs.

Get the full details from your Katz representative.

THE KATZ AGENCY, INC. • National Advertising Representatives

488 MADISON AVENUE, NEW YORK 22, NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT

Betty Betz Tells Agency Men Slang Isn't Good in Ads for Teenagers

CHICAGO, Oct. 14—A "double bubble" girl proved to be a good teacher here Friday.

"Double bubble" in case you didn't know is up-to-date teen slang for sweater girl. The teacher was Betty Betz, New York columnist, artist and lecturer, who was attractively dressed herself in a blue sweater.

Her students were members of the Central Council of the American Assn. of Advertising Agencies, here for their annual meeting.

Miss Betz lectured the assembled advertising men on the potentials to be found in the teen market—if it is approached properly—and the pitfalls to be found in the use of slang in advertising directed at this market.

■ The theme of Miss Betz's remarks was to treat teenagers as responsible, individual, young adults and to drop the corny or "square" approach and misguided attempts to start fads.

She described today's teenagers as being "far more serious" than when she was in that age group. They have a war they don't want, she said, they're concerned over elections, and statistics show they get married much younger—most girls by 18.

Therefore Miss Betz suggested advertisers try an institutional slant. She termed the psychology behind the market as one of "wanting to appear older."

■ Describing the start of the teen movement during World War II, when advertisers centered on college girls, she said college shops in department stores soon found they were getting more high school age customers than university girls. The high schoolers, she said, wanted to dress like their older counterparts.

However, Miss Betz said the teen market subsequently "disappeared like a shadow" because manufacturers didn't understand it and the "kids resented" being talked down to.

Among the mistakes made, Miss Betz said, were attempts to start such fads as leopard skin vests and sequin decorated socks. Teenagers, she said, like to look alike but that fads, if they start, come from within the group and generally remain very localized.

■ Another mistake is to use slang. The danger here, according to Miss Betz, is that it changes so rapidly it probably will be out of date by the time an ad gets into print. Also what might be slang in the East is probably completely unknown in the West.

(As examples of slang, Miss Betz listed: "W.O.W."—worn out wolf, "pash pie"—a dream boat or handsome youth; "hecklathon"—argument with parents.)

Altho advertisers are often confused and "growing moppets" are a difficult market, Miss Betz said there are some 20,000,000 today between the ages of 13 and 17 and that there are 250,000 more every year.

■ As to their value as customers, she said they generally receive \$6 to \$7 weekly allowance with up to \$300 to \$400 allowance for clothes each year.

Their earning power has increased and many take parttime jobs such as baby sitting to supplement their allowances.

As to further indications of their importance, Miss Betz said, figures show they buy 70% of the popular records and the movie industry depends on them to make or break stars. She estimated they have an

annual spending power of some \$9 billion. This, she said, includes the influence they wield over family spending for products such as cars and food. Some 50% of the teenagers, she said, help with family

meals and a like amount make their own clothes.

For success with teenagers, Miss Betz told the agency men to concentrate on education, good will and if possible to give them an incentive.

She cited what she called "long range" programs sponsored by International Harvester Corp., Chevrolet, Plymouth Motors, Kellogg and other firms which are keyed to teenagers as future customers.

PLAYTHINGS

national magazine of the toy trade

America's
**FOREMOST
TOY TRADE**
Magazine

Only ABC Toy Paper
Oldest in Field
Leads in Lineage

Write for New Market
Data Folder
McCREADY PUBLISHING
71 W. 23rd N. Y. 10

GIBRALTAR *doesn't just show it* GIBRALTAR SELLS *it!*



IN this Self-Service Age the accent is on corrugated floor-stands and counter-merchandisers that do a super-salesman's job for a product.

EVERY Gibraltar MD (Merchandising Display) is built upon a dynamic, sales-wise marketing plan . . . expressed through Gibraltar's tough, silken-finished corrugated . . . and printed with Gibraltar's VARNICOLOR INKS® —the colors that sing!

YOU don't pass Gibraltar Merchandising Displays without buying. They catch the eye, capture the mind, open the purse.

WRITE or telephone today for your copy of the Gibraltar MD brochure, in which an Elephant, somebody's Grandfather and a certain Mr. Bong tell about corrugated floor-stands and counter-displays that sell merchandise.



17A

8101 Tonnelle Ave., North Bergen, New Jersey
Longacre 5-3405, N.Y. or UNION 3-4700, N.J.

Registered

Testimony in the Duane Jones Case

(Continued from Page 2)

When the cross-examination turned to whether he had withdrawn \$37,500 of the agency's funds, the witness was shown a document described as the company's cash register of receipts and disbursements for "liquor" for 1951. "This record," he testified, "does not refresh my memory." A moment later he answered, "I can't recall one way or the other whether I withdrew this money."

Mr. Cullom questioned Mr. Jones about a number of "living expenses" he said the agency man had incurred. He asked specifically about \$662 for a birthday party given by Mr. Jones to his wife at the Waldorf, \$141 for liquor, \$119 for the Madison Hotel, among other items. To most questions, Mr. Jones replied that he didn't know if the bills were charged to his agency. He said he didn't know if such expenses were in addition to his \$400 weekly expense account.

Asked if he didn't personally okay such vouchers before payment was made, Mr. Jones said he didn't think he okayed each of these items.

■ He said "I think she did" when asked if Mrs. Jones took a trip to the West in July, 1949. When Mr. Cullom offered what he described as a voucher for about \$1,500 covering trip expenses, Mr. Jones said: "I don't remember ever seeing this before. I have no recollection" if the corporation paid trip expenses.

At one point this morning, Mr. Jones declared, "I don't remember dates. My memory serves me only in a creative and selling way."

Mr. Cullom referred to earlier testimony by Mr. Jones to the effect that he had paid Joseph Scheideler \$15,000 in 1944, \$61,000 in 1947 and at the rate of \$40,000 in 1951. "Isn't it actually the case," he asked Mr. Jones, "that you paid Scheideler no salary until 1949?"

■ It developed that Mr. Scheideler brought three accounts with him when he first joined the Jones company in 1944 and that he got a percentage of commissions. Mr. Cullom attempted to get Mr. Jones to admit that the money figures above were not "salaries" but "commissions" on business Mr. Scheideler produced. Mr. Cullom introduced minutes of the Jones company which he said carried a March 15, 1948, entry to the effect that Mr. Scheideler got, not salary, but "only commissions."

In his reply, Mr. Jones said, in his opinion, "both methods of payment are the same."

Mr. Cullom then went to the subject of "discharging for cause" for the purpose, he said, of depriving former employes of their pension rights. No, said Mr. Jones, that wasn't the idea. "I fired them because of what they did to me."

■ Mr. Jones said he stayed out of the agency's decision on firing for cause, leaving it to the trustees, who "were concerned with that." He said there was no firing for cause to deprive anyone of pension rights, adding, "I thought it would look silly to pay them a pension after what they did to me."

Mr. Cullom said that in another suit (evidently the action brought by Mr. Scheideler, et al., to recover pension money) Mr. Jones testified that he didn't pay any pensions because the persons involved were fired for cause. It was conceded that Mr. Jones had thus testified.

■ Another witness today was Ralph Smith, formerly executive v.p. of the Duane Jones Co. and a member of the agency from its founding to June, 1951. Mr. Smith out-

lined a meeting he attended on June 28, 1951. Among those present, he said, were defendants Scheideler, Hayes, Hulshizer, Werner, Hughes and Beck, among several others.

Mr. Smith testified that Mr. Scheideler told the meeting that Mr. Jones had "often invited us to buy the business" and that Mr. Scheideler had made a move. He said Mr. Scheideler spoke of having discussed the situation with two or more clients and of the "intolerable situation" in the agency.

■ Mr. Scheideler, he went on, told of having asked several clients if they would go with the defendants if they moved elsewhere, if their offer to Mr. Jones was refused.

The clients, Mr. Scheideler was reported to have said, were "kindly disposed." The witness said Mr. Scheideler told of talking to Manhattan Soap and Wesson Oil and suggested that the others sound out other clients on the proposed move.

This meeting was on a Thursday, and it developed that Mr. Smith resigned from the Duane Jones company on the following Monday.

Mr. Cullom quizzed Mr. Smith about the "intolerable conditions" at the Jones agency. Mr. Smith said that in a personal service business, the head of an agency is very important and that Mr. Jones had paid less and less attention to the business in the last few years.

■ Mr. Smith said Mr. Jones indulged in "some drinking, perhaps too heavily." These factors, he added, affected "our ability to service accounts and get new business." Thus, he added to another question, "the head of our business had somewhat lost his standing in the advertising community."

Mr. Smith told of meeting A. H. Diebold of American Home Products Corp. and "a great personal friend of Mr. Jones" after leaving a Manhattan church on an Easter Sunday morning. He said that Mr. Diebold asked, what are we going to do about Duane's drinking? The decision, recounted Mr. Smith, was that Mr. Diebold should talk with Mr. Jones.

■ Asked by Mr. Cullom to recall a meeting in July, 1950, when Duane Jones Co. made a solicitation for the Ruppert beer account, Mr. Smith said:

"Among those present was Herman A. Katz, executive v.p. of Ruppert's.

"As the dinner progressed, the only one who ordered additional drinks was Mr. Jones. He became inebriated. He clapped Mr. Katz on the back and was very gay with him. And Mr. Katz was in a serious mood."

He said Mr. Katz made no comment on Mr. Jones' action at that time.

Mr. Smith also described a luncheon with officials of the Tetley Co. late in 1950.

"Drinks were served. Mr. Jones had a few additional drinks. We discussed the Tetley business. Mr. Jones became intoxicated." No, he said, the tea people made no comment on Mr. Jones.

■ Mr. Smith was then asked about a Kolynos toothpaste solicitation he had made with Mr. Jones in mid-1950. He said a presentation was made beginning about 2:30 in the afternoon. "The chair at the head of the table was left vacant for Mr. Jones, who had been to lunch and seemed to have lunched too well."

Mr. Smith testified that Mr. Jones was critical of the presentation as it was being made. "Mr. Jones was intoxicated, in my opinion." To a question, he replied: "We did not get the portion of the

business solicited in that presentation."

Mr. Cullom asked if, on that occasion Mr. Jones had read a newspaper upside down and if someone took the paper out of his hands and put it right side up. Mr. Smith said, yes.

■ When Mr. Pollock, attorney for Mr. Jones, took the witness, he asked if Mr. Smith had solicited any of the Jones company accounts after he left the agency. The answer was in the negative.

He also had Mr. Smith agree that the Tetley business remained as a Jones client "for months and months" after the incident described above.

In response to another question from Mr. Pollock, Mr. Smith said, "Ours is a business where you do some drinking." Mr. Pollock interjected, "You do some drinking, don't you?"

"Yes."

"That's the way to get business, isn't it?"

"No, sir."

SOAP HEAD PROMPTED JONES OUSTER: BOYLE

New York, Oct. 15—Testimony given today from the witness stand by Thomas F. Boyle, chief counsel for Duane Jones, covered Mr. Jones' alleged drinking and whether he was an ill man.

Mr. Boyle, called to the stand by his associate, Milton Pollock, also a Jones attorney, told of a meeting he said he had with Frank G. Burke Jr., v.p. of Manhattan Soap Co., on July 27, 1951—when "no



JOSEPH SCHEIDELER—At counsels' table, he sometimes penciled notes to his attorneys, more frequently just seemed to be doodling.

progress" was being made in negotiations aimed at buying Mr. Jones out of his agency.

■ Mr. Boyle said his conversation with Mr. Burke went along lines substantially as follows:

BURKE: You don't have too much time to reach an agreement. The most important clients will give you a week to reach a settlement. [Mr. Boyle said Mr. Burke named such accounts as Manhattan, Mennen, Pharmaco and International Salt in this connection.]

BOYLE: How do you know this? BURKE: You can't keep these things secret. I spoke to some other clients. Jones is to get out. He is drinking too much. Do you know, Mr. Boyle, that Mr. Jones is a very sick man?

BOYLE: I think he is a very tired man, an exhausted man. What is the interest of Manhattan Soap in this situation?

BURKE: I spend a lot of money through that organization.

BOYLE: Why do you insist Duane Jones be out of the agency?

BURKE: I have given you my reason. He is not doing anything around there. He doesn't help in any situation.

BOYLE: If he sells out and leaves the agency, will you leave the



PLAINTIFF—Here is Duane Jones (left) with Morton J. Simon, one of his attorneys in the \$2,000,000 suit against former employes of Duane Jones Co. (Photo by A. G. Michaelson)

account there?

BURKE: If they have a satisfactory organization, Duane Jones has to go.

BOYLE: Part of the difficulty is that the men who want to buy him out don't have the money to pay him.

BURKE: Do you think we could get them together for further meetings?

■ Mr. Boyle said that this conversation ended on the suggestion that another meeting be held July 31.

In his testimony, Mr. Boyle also went over offers he said had been made to Mr. Jones by the defendants, and Mr. Jones' refusal to accept "a reduced" offer on Aug. 1.

When Neil Cullom, defense lawyer, took the witness, he had Mr. Boyle testify that his law firm, Boyle & Reeves, has "a contingent fee arrangement" of 15% on any recovery made in this \$2,000,000 suit, and that Mr. Boyle would get two-thirds of any such recovery.

Mr. Boyle said Mr. Burke told him that Duane Jones hadn't submitted an idea in two years that Mr. Burke had accepted.

Asked if he ever accepted a fee from Duane Jones, the individual, as distinct from the Duane Jones Co., Mr. Boyle said he never had.

■ Mr. Boyle further testified that on Aug. 17, 1951, he was made a director of the Jones company and as a director he voted to discharge Messrs. Hayes, Hubbard, Hughes, Beck and Brooks. He said that the question of discharge-for-cause was not a board decision but one made subsequently by the trustees.

In an exchange with Mr. Cullom, Mr. Boyle said in his opinion the discharges "had been treacherous to the plaintiff." Mr. Cullom asked if he felt "intensely" about this situation.

The reply was, "I feel there's been disloyalty."

Mr. Boyle told the court he had once advised Mr. Jones on the meaning of the term discharge-for-cause. He also said he didn't remember telling Mr. Burke that Duane Jones Co. employes jeopardized their pension and stock rights by refusing Mr. Jones' terms on buying the latter out.

SCHEIDELER EXPLAINS TERMS OF HIS OFFER

New York, Oct. 16—Joseph Scheideler, now head of a \$6,000,000 agency, took the stand today and testified to the tangled negotiations which preceded his exodus.

His version of the offers to Mr. Jones is:

In August, 1950, Mr. Jones was offered an opportunity to continue as a 25% stockholder, draw \$50,000 a year in salary, and do as much or as little work as he liked. Mr. Jones, said the witness, got the plan in writing, thought it over and, although he thought it had fine features, decided in September that his stock interest was not for sale at any price.

In April, 1951, Mr. Jones had lunch with Mr. Scheideler, recalled the August offer, and said, "Now I want to get out complete-

ly." Scheideler was to draw up a plan and compensation schedule.

■ On June 28, 1951, the nine defendants and Ralph Smith met; Mr. Scheideler described the April lunch, and they reviewed the "bad situation." Mr. Hayes said Mennen and Kiwi complained of Mr. Jones' drinking, and Mr. Scheideler recounted that in the fall of 1950 he found his employer "completely incoherent" in the agency office several times, and estimated that he found him intoxicated once a week for ten months.

He also recalled an incident in 1950 at the Manhattan Soap offices, in which Mr. Jones came late to a meeting in a "jovial mood," fell asleep 15 minutes later, and let a cigar drop from his mouth to his shirtfront. It burned through his shirt and awakened him.

■ On July 5, 1951, Mr. Jones got this proposition, the witness said: He was to take \$550,000 in stock out of the agency in cash; the nine defendants would put up their own capital to run the company; Mr. Jones would get \$25,000 a year for eight years, and if he wanted to invest he could lend the defendants \$150,000. "If he wished," Mr. Scheideler emphasized.

(Mr. Boyle had earlier testified that not he, but Scheideler, had introduced a memorandum at the meeting, changing the details of a previous agreement. Mr. Boyle said the deal proffered by Mr. Scheideler was altered to the detriment of Mr. Jones, and he could not speak for his principal.)

■ Mr. Jones reportedly said the terms were generous, but he promised to try to reform, and wanted to stay in business. Mr. Scheideler said, "You ought to retire." Mr. Jones asked the other eight in turn, each echoing Mr. Scheideler's words. Mr. Jones then turned to Milton Klein, his accountant, asked him to work out the details, shook hands with the nine and left, according to the witness.

On July 11, Messrs. Scheideler, Boyle, Klein, Werner and Hayes met, and Mr. Boyle presented a memorandum allowing the directors to retire. Mr. Scheideler objected that this was the reverse of the agreement. He told the lawyer this wasn't the plan. Mr. Klein replied, "This is the Lasker deal." The witness says this was the first he'd heard of the Lasker deal (a tax-saving arrangement for a seller).

■ On July 31, in the Manhattan office, with Mr. Burke present, Mr. Scheideler said he offered: (1) to increase the cash payment to \$700,000 (this \$150,000 boost was to take care of taxes); (2) payment to be made over a four-year period, starting January, 1952; (3) to pay half of 1% of billing on accounts staying with the agency for five years; (4) to pay a fourth of 1% on billing for an additional five years; (5) the nine would put up \$125,000, arrange a sinking fund to insure payment to Mr. Jones.

(Continued on Page 135)

Network Television for Christmas Selling

a brand new concept priced for every advertiser



it's Dave Garroway's
Christmas Corner

From November 3 through December 24, a completely new merchandising idea will be featured on Today, the most exciting show in television. In the early morning—before they go out to shop—1,885,000 customers will see and hear your product promoted as a Christmas gift suggestion by host Dave Garroway. He will show your product first wrapped as a gift; and then with a Christmas background, proceed to sell it as only Garroway can.

Your message will go into 857,000 Santa Claus-conscious homes in 37 key markets.

You can buy participation for as many or as few days as you want.

Costs only \$2,642 for one five minute segment.

For Christmas . . . For all holiday promotions . . . For introducing new products . . . For any sales problem, Today is the answer, and advertisers know it.

For example: *16 advertisers—from automobiles to soap—have already purchased 128 segments of Today for the holiday selling season.*

Ask now for a presentation of Dave Garroway's Christmas Corner plan for selling.

NBC

television

the network where success is a habit

a Service of Radio Corporation of America

If You Want MASS



...LIKE
WILDROOT

With a mass product, you buy mass markets. Mid-America is one — a mass market, *dominated by farmers*. You can't sell Mid-America without farm families, nor the magazine that concentrates on them alone!

Buy
Capper's
Farmer



Poor Ad Job Blamed for Low Sales of Frozen Food Brands

NEW YORK, Oct. 14.—Only one-half of all frozen food consumers buy by brand name because there has been no attempt to do a nationwide selling job, according to Leslie Anderson, v.p. and assistant to the publisher of *Quick Frozen Foods*.

Speaking before a meeting of the Assn. of Advertising Men, Mr. Anderson said, "Budget limitations and inadequate advice from the ad agencies, plus the fact that a great many processors know little about advertising, all have contributed to the lack of brand consciousness by consumers."

Reviewing the history of the frozen food industry, Mr. Anderson said food freezer sales have been phenomenal in the past few years and as a result there has been a decline in the importance of locker plants.

■ "Important in rural areas five years ago, today most farmers have their own freezers and the lockers have turned into cold storage warehouses."

Mr. Anderson was highly critical of the frozen food plans in operation. "There are now about 150 food plans in operation of which only about 20 are any good," he said. "Originally, they were purely a means of selling freezing cabinets for about \$600 which you could buy in Macy's for \$300. Now in some plans, the buying of the freezer is optional with renting it, and gradually the field will resolve itself into a replacement market for freezers. However, there are 150,000 members in New York alone, and the food plans are here to stay."

The speaker also was critical of railroads, which, he said, "have missed a good bet in frozen foods. They have been very neglectful, and trucks have done much better in operational costs and services."

2 Head New Bendix Division

Bendix Home Appliances, South Bend, Ind., a division of Avco Mfg. Co., has appointed two to head a new marketing division. They are Gerald L. Hartman, manager of marketing, and John K. Russell Jr., assistant manager. Mr. Hartman formerly was associated with Raytheon Radio & Television Corp., Waltham, Mass., manufacturer of commercial electrical and electronic products. Mr. Russell formerly was staff assistant to the president of Hotpoint Co., Chicago manufacturer of electrical appliances.

DuMont Appoints Corradine

Thomas C. Corradine & Associates, Hollywood, has been named West Coast representative for DuMont Television Network film sales. Corradine will both purchase new film products for DuMont and sell properties already acquired by the network for national distribution.

McGrath & Associates Adds 2

Folke A. Olson, formerly with the *Seattle Post-Intelligencer*, has been named an account executive with H. J. McGrath & Associates, Seattle. Richard Brown, formerly an artist with Western Engraving Co., also has been added to the agency's staff.

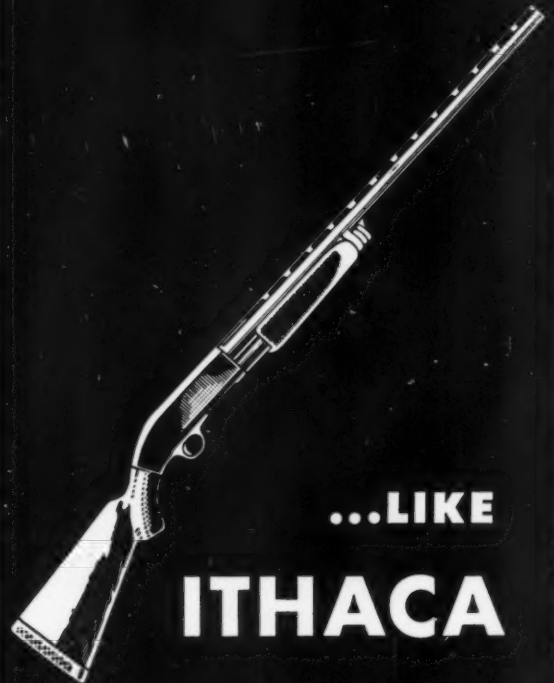
Sloss to 'Town & Country'

Carl H. T. Sloss, formerly copublisher of *Esquire's Apparel Arts*, has been named by *Town & Country* to manage its men's wear department, which will be enlarged and expanded with the December issue.

De La Marter Named Art Head

Louis De La Marter, formerly with Lewin, Williams & Saylor and Hillman Publications, has joined Oversey, Berlow & Straus, New York, as art director.

If You Want CLASS



...LIKE
ITHACA

When your product costs important money, you want the people who *have* money. Farm families are near the top. And tops among them are the readers of *Capper's Farmer*. They are the most prosperous farm families in Mid-America, itself the richest farm market on earth!

Buy
Capper's
Farmer



Outlines Four Freedoms for Industrial Ads

Wedereit Tells Montreal Group Admen Must Be Free to Select Media

MONTREAL, Oct. 14—Four "freedoms" for effective industrial advertising were set forth today by Gene Wedereit, advertising director of Girdler Corp. and Tube Turns Inc., Louisville. They are freedom of contact inside and outside the shop, freedom to select media for advertising and freedom to analyze inquiries from customers.

He outlined these four fundamentals before a meeting of the Industrial Advertisers Assn. of Montreal.

Freedom of contact outside the shop is important in getting acquainted with the customer's language, he said.

"The place to learn the language of your industry is out where your product is in use," he said. "Talk to the welder, the machine tool operator, the maintenance man, the plant superintendent, the laboratory technician, the man who feels and knows your product through intimate contact in use. . . He is the man to whom your advertising message must appeal for it to accomplish its purpose."

■ He asserted that management must be made to realize the importance of this freedom and to approve the expense money and time to do the job.

Freedom of contact within the shop is important because the advertising department "is the pipeline of communication between the manufacturer. . . and the user of the product."

Consequently, he remarked, "advertising should have direct lines of supply from all potential internal sources of information. Then with the aid and under the direction of sales it can digest and distribute to all its feeder lines and out to its markets the kind and quality of information that will work to the ultimate objective of increased sales."

■ He suggested the advertising department become acquainted with key men in the plant, attend meetings by the steering committee, the technical group, the product development division and "even the sales department."

He gave an example from an experience in his own shop which showed how such contacts could pay off.

Because his company had high-quality research men, many problems were referred back from customers through channels to them,



LIFE ADMEN—David W. Tibbott (right), New England Mutual Life Insurance Co., newly elected president of the Life Insurance Advertisers Assn., and A. L. Cawthorn-Pope (left) of the Canadian head office of the Metropolitan Life Insurance Co., and retiring LIAA chief, talk with Arno H. Johnson, v.p. of J. Walter Thompson Co., New York. Mr. Johnson addressed the association's annual meeting in Montreal on changing media trends.

which they then worked out and sent back.

The advertising department asked to get duplicates of these solutions as they were sent out. The research department was reluctant because of the confidential nature of this material, but complied.

■ After a time, the advertising department had a stack of reports which seemed to indicate that there was a pattern in the types of problems presented. A check with the research department proved this to be true.

Advertising immediately set about to get management to approve the development of a series of technical bulletins worked out by research along the lines of prevalent complaints, which might cover all possible complaints in the field.

These bulletins over the years have proved their worth.

"It multiplied the value of the efforts of the research department by thousands. It provided a source for highly authoritative technical material that became a part of our advertising program. It has helped in establishing our company as the outstanding authority in the field of piping design," he said.

■ The department developed a carefully selected list of names which has grown to 17,000. The accuracy of the list has been checked out recently at 98.6%.

The bulletins are published without regularity, he said. About eight have appeared in a period of five years. A file of the books, figured at \$8 each, brings the total expense to about \$135,000 on a continuing project.

Mr. Wedereit emphasized the importance of freedom in selection of media. He said the selection "of vehicles for messages to industry should be on as scientific a basis as possible."

The advertising department should avoid the pitfalls of following the advice of v.p.s and sales managers who had "friends" in similar industries using a certain

publication and who recommended these publications.

■ He pointed out that in industrial advertising, unlike consumer advertising with scientifically accurate means of measurement, results are often a long time coming.

He mentioned as an example a \$60,000 sale in his company which could be traced back to a coupon clipped from an ad that had appeared two years before the sale.

He said that response to industrial ads is slow moving and that "selection of advertising media to effect that movement must be made on a long-term objective and task force program rather than an immediate return basis," as in consumer advertising.

An error in industrial advertising can often cost as much as the entire campaign. On the other hand, the error can be stopped. But that too is a long, arduous process. Therefore, it is important to be "thorough and scientific in the selection of media."

■ One way to check on the worth of media, he explained, is the method his department had used. Following a four-color insertion in 20 magazines the field it wanted to use, the department sent out questionnaires to its list of 25,000 names.

The questionnaire asked if the readers had seen the ad and where—if not sure where, then where they thought they had seen it—and if they hadn't seen it, where they would have expected to see it.

On the basis of the response, it was evident that the staff had made the right media selection.

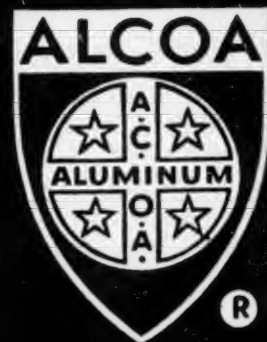
■ The fourth freedom, to be able to analyze inquiries from customers, "sounds simple enough," he pointed out, "but it is surprising to find out how often it is ignored by both management and the advertising department."

"In the final analysis, sales are what you are trying to accomplish with advertising. Inquiries lead to sales and if they are not properly handled and followed through, the whole effect of your advertising can be erased. Comprehensive inquiry analysis requires access to the files of the sales, engineering, and research departments, the order and accounting departments to determine the relative merit of the inquiry, whether it was followed through properly and finally whether it resulted in a sale."

Laclede Names Ad Agency
Laclede Laboratories Inc., division of Lambert Pharmacal Co., St. Louis, has appointed Warner, Schulerburg, Todd & Associates, St. Louis, to handle its advertising. Trade schedules and direct mail will be used.

Siddle Gets Boost
Stephen W. Siddle Jr. has been promoted from space buyer to media director of Birmingham, Castle & Pierce, New York.

If You Want FARMERS

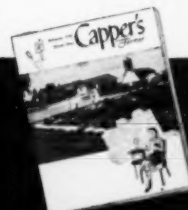


...LIKE

ALCOA

With a product for farmers, you want *on-the-farm circulation*. Not would-be farmers, or half-acre farmers, but those with fields to work . . . stock to raise . . . buildings to maintain. Capper's Farmer circulates 90% right on the farm!

Buy
Capper's
Farmer



There's nothing better than being...

FIRST!

CHOOSE the FIRST market in South Dakota! The Sioux Falls Metropolitan Area (Sixth highest in PER CAPITA retail sales in the NATION)

ADVERTISE in South Dakota's leading medium! (98% coverage of the Sioux Falls metropolitan area)



SIoux FALLS **Argus Leader** Represented by GILMAN NICOLL & RUTHMAN
South Dakota's leading daily newspaper

JAMES H. BOWMAN

HAWTHORNE, N. J., Oct. 14—James Harkness Bowman, 75, retired publisher of *Corsets & Brassieres*, died of a heart attack at his home here. Born in Paterson, N. J., he was associated with the *Paterson Evening News* and *Press-Guardian* before joining the *American Silk Journal* before World War I.

In 1917, he established his own publishing business with his brother, the late William J. Bowman. Their first publication was *Lace & Embroidery Review*. Later they published a monthly, first called *Corsets & Lingerie* and later *Corsets & Brassieres*. Mr. Bowman retired in 1948, and *Corsets & Brassieres* is now published by Fox-Shulman, New York.

WILLIAM HAGGERTY

FRAMINGHAM, MASS., Oct. 14—William J. Haggerty, 51, sales manager of the Telechron division of General Electric Co., died Oct. 9 at his home here.

SIDNEY A. SAUNDERS

TORONTO, Oct. 14—Sidney A. Saunders, 60, advertising representative of *Chatelaine* here, died in a hospital Oct. 9 following a heart attack.

Born in London, England, Mr. Saunders went to New York in 1911 as sales promotion manager for Boosey & Co., musical publisher. Later he was Toronto representative of Boosey, was a Royal Flying Corps aviator in World War I, subsequently served with several Canadian publishers and then served in the RCAF again in World War II.

Mr. Saunders joined Maclean-Hunter Publishing Co. after the war, serving first as New York representative, next in the London office and for the past four years with *Chatelaine* here.

EMILY PFEIL TRACY

MOUNT VERNON, N. Y., Oct. 14—Mrs. Emily Pfeil Tracy, 45, wife of Lee Tracy, publisher of *Brief*, and manager of public relations of Advertising Distributors of America, died Oct. 9 at Mount Vernon Hospital.

Born in New York, Mrs. Tracy was at one time advertising manager of Ever Ready Label Corp. She was a trustee and chairman of the board of nursing at Mount Vernon Hospital.

WILLIAM MANSFIELD

McKEESPORT, PA., Oct. 14—William D. Mansfield, 74, president and editor of the *McKeesport News*, died here Oct. 10.

**Chase Named Partner of
Selvage & Lee: Name Changed**

W. Howard Chase, for the past seven years director of public relations of General Foods Corp., and

before that of General Mills Inc., has joined the New York public relations organization of Selvage & Lee as a partner. Name of the partnership, organized in 1938, will be changed to Selvage, Lee & Chase.



W. Howard Chase

Before the recent Republican National Convention, Mr. Chase was chairman of convention arrangements and of special events for Citizens for Eisenhower, and was on leave of absence from General Foods. He was first chairman of the joint committee of the Assn. of National Advertisers and the American Assn. of Advertising Agencies on better understanding of our economic system, and is a member of the public relations advisory committee of the Chamber of Commerce of the U. S.

Daniel Starch & Staff Moves

Daniel Starch & Staff, Mamaroneck, N. Y., has moved to new offices at Boston Post Rd. and Beach Ave.

St. Petersburg Gets TV Grant

The first TV license permit in Florida since the unfreeze has been granted to the city of St. Petersburg, which owns WSUN. The station is expected to be in operation about May 1 on u.h.f. Channel 38.

Sani-Pine to Kenneth Rader

Sani-Pine Corp. has appointed Kenneth Rader Co., New York, to handle its advertising. Newspapers and radio will be used to promote Sani-Pine disinfectant.

**Broadcast Bureau
Sets Annual 'Radio
Results' Contest**

NEW YORK, Oct. 15—Member stations of the Broadcast Advertising Bureau have until Nov. 15 to get their entries in for the second annual "radio gets results" contest.

Winners in the competition, which is staged to obtain ammuni-

tion for BAB's year-around fight for a bigger share of the advertiser's dollar, will be announced a month later.

First, second and third prizes will be awarded in the following advertising classifications: Apparel, automotive, department stores, financial, food and grocery stores, food and grocery products, home furnishing stores, specialized services and miscellaneous.

In addition to the station awards, duplicate awards will be

made for presentation to the "success story" sponsors.

**NAEA Queries Members
on Newspaper Merchandising**

The Newspaper Advertising Executives Assn. has sent a questionnaire to its members on the merchandising services they offer. The answers plus suggestions accompanying the questionnaire will be used to guide the January meeting of the sales development and research committee in formulating constructive suggestions.

The Iron Age . . . super



Building Ads Are Merchandised to Jobbers and Dealers

CHICAGO, Oct. 17—*American Builder*, a Simmons-Boardman magazine, has just put into the mails the first issue of "Light Construction Merchandiser," an eight-page, two-color publication which is intended to stimulate the interest of jobbers, dealers and

salesmen in products advertised in the *Builder*.

C. J. Wageman, publisher, said that the distribution of the merchandising publication totals 17,607, and that by means of this monthly service advertisers in the magazine will be promoted to the entire field of building product distribution, including key jobbers and dealers as well as the salesmen of the advertiser. Each ad in each issue is described and summarized.

A feature of the initial October issue of "Light Construction Merchandiser" is an article on the front page, describing the current advertising of Homasote Co., Trenton, N. J., and its effect on the building market. F. Vaux Wilson, president of the company, is quoted regarding the merchandising and advertising program.

This is the first time, it is believed, that a regular program of merchandising advertising addressed to builders has been de-

veloped in this way, and Mr. Wageman reported that the idea has met with an enthusiastic reception from building product advertisers.

ABC Clinic Postponed

A poll of business publications belonging to the Audit Bureau of Circulations regarding a general circulation clinic scheduled for Oct. 22 shows that members believe every other year is sufficient. Therefore, this year's clinic will not be held.

Reardon Co. Promotes McKenzie to Ad Chief

Karl B. McKenzie, with the company since August, has been promoted to advertising director of Reardon Co., St. Louis maker of cement, case-in-cold water paints and wallpaper paste.



Karl B. McKenzie
He will make his headquarters in St. Louis.

WCCO-TV Promotes Cook

Florence Z. Cook, with the station since Oct. 1, has been promoted to publicity and public relations director of WCCO-TV, Minneapolis. Prior to joining the station, she had been publicity, advertising and public relations manager of Excel Garment Mfg. Co.

salesman to metalworking

Look how The IRON AGE towers over all other standard size metalworking publications . . . gives you greater value for your advertising dollar:

1. LARGEST TOTAL DISTRIBUTION — 35,700
2. GREATER PLANT COVERAGE — 18,500
3. DEEPER PENETRATION IN MAJOR PLANTS

LARGEST TOTAL DISTRIBUTION

Each week more than 35,700 copies of The IRON AGE are rushed to waiting readers. 22,700 of the total distribution is paid circulation, 50% more than any other metalworking weekly and constantly growing. No other metalworking publication can match The IRON AGE renewal rate—84.58%.

As metalworking expands, The IRON AGE keeps pace to give your advertising the greatest impact possible.

No. 1 in Metalworking Circulation

Circulation Breakdown as of May 1, 1952
Including Advertisers' Copies

*Manufacturers of Assembled Metal Products, Equipment and Machinery	18,411
*Commercial Processing Plants and Parts Mfg's:	
(a) Forging, Stamping, Welding, Machining, Heat Treating and Finishing Plants	1,667
(b) Plate and Structural Fabricators	916
(c) Foundries and Die Casting Plants	1,413
(d) Other Parts, not End Products	1,809
*Producers of Metals	2,876
Railroads & Other Transportation Services, Public Service Corporations, Mines, Manufacturers of Nonmetal Products	1,292
Government	671
Distributors, Dealers and Exporters	2,766
Consulting and Contracting Engineers	521
Trade Associations, Chambers of Commerce, Libraries, Colleges and Vocational Schools	820
Miscellaneous	893
Awaiting Classification	689
Total	34,744
Agencies, Comps. and File Copies	956
GRAND TOTAL	35,700

*27,092 copies in the very heart of the industry—more than any other metalworking publication.

GREATER PLANT COVERAGE

Every week The IRON AGE enters more than 16,500 metalworking and metal producing plants . . . reaches more than 18,500 plants of all types. No other metalworking publication reaches so many.

At least one copy of The IRON AGE goes every week to every U. S. metalworking plant employing 50 or more plant workers. In highly mechanized plants, such as manufacturers of machinery, at least one copy goes to every plant employing 40 or more plant workers.

The plants reached by The IRON AGE represent more than 97% of the entire metalworking industry's purchasing power.

DEEPER PENETRATION IN MAJOR PLANTS

The number of copies of The IRON AGE reaching each plant is determined by its size and product. Mass production metalworking plants . . . those that employ 1000 or more plant workers . . . are specially analyzed to provide individual copies for executives who exert major buying influence. Added circulation also goes to such industries as automotive, aircraft, and machinery whose production trends promise heavier purchases.

The wide coverage, the deeper penetration of The IRON AGE, both unmatched by any other metalworking publication, combine to give you unequalled value for your advertising dollar.

The most successful salesman in the industry

The Iron Age

No. 1 in metalworking



A CHILTON PUBLICATION, 100 E. 42nd ST., N. Y. 17, N. Y.

HOUSE & GARDEN

medium of

INFLUENCE



The first magazine to introduce a nation-wide color plan,

HOUSE & GARDEN COLORS are being used in 1952



BY 456 department stores—one to a city—

PLUS 2,000 homefurnishings, hardware and specialty stores



AND thousands of retail paint stores—



This tag appears on over 4,000 separate designs in House & Garden Colors—merchandise worth more than a billion dollars!

House & Garden

Maginn Joins BotA

William E. Maginn, formerly with Biow Co., has joined the

New York sales staff of the Bureau of Advertising, American Newspaper Publishers Assn. He will service food accounts as a member of the bureau's grocery group.

NADA to Give PR Awards

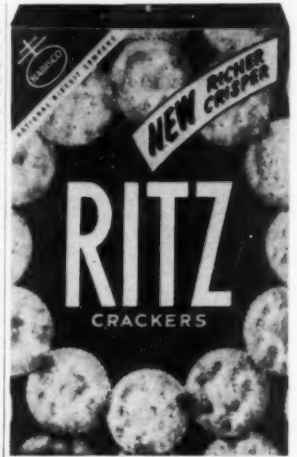
The National Automobile Dealers Assn., Washington, has announced a 1952 public relations award competition. Top awards will be two silver plaques, one for the state dealer group and the other for the local body recognized by the judges as having had the most notable 1951-52 public relations program. These and other awards will be presented at the association's San Francisco convention, Feb. 14-18.

Bank Sponsors 'March of Time'

First National Bank, St. Louis, will sponsor the new "March of Time," filmed for television, in the St. Louis area. The weekly half hour show will be televised over KSD-TV, St. Louis, at 9:30 p.m. Thursdays.

Wolverine Promotes Ervasti

E. W. Ervasti, who has been sales representative in the St. Louis area, has been promoted to industrial sales manager of the Wolverine tube division of Calumet & Hecla Consolidated Copper Co., Detroit.



NEW RITZ BOX—To announce its new formula Ritz crackers, National Biscuit Co. has a "new richer crisper" tag on its carton. Arthur Godfrey, TV spots and display material, plus ads in *The American Weekly*, *Life* and *The Saturday Evening Post*, will also plug the new crackers.

finish
the magazine of APPLIANCE AND METAL PRODUCTS MANUFACTURING
.. from raw metal to finished product ..

focuses your selling firepower!

★ WRITE FOR MORE OF THE STORY

Dana Chase PUBLICATIONS
340 NORTH MICHIGAN AVENUE . . CHICAGO 1, ILLINOIS

D. L. Brandon, PHILCO CORPORATION Refrigerator Division's Purchasing Agent, writes to *finish* for information . . . Like thousands of other key men in METAL PRODUCTS MANUFACTURING (especially APPLIANCE making), this executive reads *finish* regularly—and adventurously. He'll read and respond to your advertising, too . . . in the pages of



"Have you considered using Kimberly-Clark coated papers?"

Kimberly-Clark Enamels and Coated Printing Papers add crisp freshness and sparkling new eye-appeal to reports, advertising pieces, brochures and house organs — often at remarkable savings in cost. Today—ask your buyer or printer to see new Hifect® Enamel, Trufect®, Lithofect® Offset Enamel and Multifect®—and compare them with the paper he is now using.

KIMBERLY-CLARK CORPORATION, NEENAH, WISCONSIN

'Progressive Grocer' Packs Facts in New Large-Size Format

NEW YORK, Oct. 14—The modern food store handles more than 3,500 items.

Large chains handle 27.8% of the grocery business, small chains 10.3% and independent grocers do 61.9%.

Total grocery sales are running at \$30,372,000,000 and the total number of grocery stores is 394,000.

These are some of the facts packed into the current issue of the new *Progressive Grocer*, which with its October number has changed from pocket to standard magazine size. The pocket size was used by the magazine for 31 years. The larger size was adopted "to deal adequately with the many new and challenging aspects of food market operations," the magazine says.

■ Other facts in the current issue include these:

Food stores now do 75% of total U. S. household paper volume.

Baby food sales have soared to \$150,000,000 in 25 years.

Food store cigaret sales have climbed 1,100% since 1929 and are estimated at \$1.5 billion a year.

Food store drug and toiletry sales are reported at \$450,000,000 a year.

Frozen foods, now in their 22nd year, top \$400,000,000 a year.

Current statistics show that 85% of food stores are handling household drugs, 33% handle kitchen hardware and 21% sell magazines.

Cullum to 'Hunting & Fishing'

Richard F. (Dick) Cullum, for many years well known in Chicago advertising circles, has returned after an absence of several years to join the advertising and sales staff of *Hunting & Fishing*, Chicago.

Southern Bell Boosts Fincher

Murray C. Fincher has been promoted to general public relations manager of the Southern Bell Telephone & Telegraph Co., Atlanta. Mr. Fincher formerly was general information manager.

L. A. Agency Changes Name

David & Summerhays, Los Angeles agency, has changed its name to David Shulgold. There will be no change in personnel.

Keck Joins Mosaic Tile

Karl G. Keck Jr., formerly advertising manager of Clopay Corp., Cincinnati, has been appointed assistant advertising manager of Mosaic Tile Co., Zanesville, O.

Waltham Starts First Ad Drive Since Its Revamp

WALTHAM, MASS., Oct. 15—Moving in time to hit the Christmas trade, the reorganized Waltham Watch Co. will rejoin the ranks of national advertisers in December via the magazine route.

The first national advertising and merchandising since 1948 for the 102-year-old company will be built around the theme, the "first American watch."

Explaining why Waltham, which has been busy reestablishing its position with dealers after protracted financial difficulties, is returning to advertising, Teviah Sachs, president of the company, said:

"As one of the pioneers in national advertising, Waltham's national and local advertising won its quality product a position of leadership. Later on during one period, those then in charge at Waltham thought advertising was no longer necessary—that everybody knew about Waltham. They learned the price of their error in failing to keep Waltham's name before the public. Because today's management is made up of experienced watch men, we've decided to correct that situation with our 1952-53 program which will carry the Waltham name and product to every American family, backing Waltham's retail jeweler outlets with every possible support."

■ In December there will be full-page copy in *Esquire*, *Life* and *Holiday* and half pages in *Collier's* and *The Saturday Evening Post* through H. B. Humphrey, Alley & Richards. An extensive campaign is continuing in the national and regional jewelry magazines. The 23-jewel Vanguard Railroad Man's watch will be featured in ads in the Kellogg group of 14 magazines for railroad workers and their families.

Dealer mats and radio scripts of all sorts will be made available to the dealers, along with elaborate point of sale material showing off the new line. Special material, including newspaper mats, brochures and sales helps for wholesalers and salesmen, are handled for Waltham by Luckoff & Wayburn, Detroit.

The job of putting the company's public relations on a sound footing in the New England area and nationally has been assigned to Benjamin Sonnenberg-Publicity Consultants.

Johnson Heads Brewer & Kent; Acquires Stock Interest in Co.

William C. Johnson, formerly a v.p. of Sawyer-Ferguson-Walker Co., New York publishers' representative, has been elected president of Small, Brewer & Kent Inc., New York newspaper representative. No changes in personnel are involved. Mr. Johnson's headquarters are in New York.

Mr. Johnson and his former associates, J. H. Sawyer Jr., J. L. Ferguson, T. W. Walker and Clark Stevens, have acquired a stock interest in Small, Brewer & Kent. No paper represented by Small, Brewer is located in the same city with any paper represented by S-F-W.

Names Kenyon & Eckhardt

Canadian Pacific Air Lines Ltd., Montreal, has appointed the San Francisco office of Kenyon & Eckhardt, New York, to direct its advertising in the United States and Hawaii.

Shuman Names Doremus

Doremus & Co., San Francisco office, has been appointed to direct advertising and publicity for Shuman, Agnew & Co., San Francisco investment company.

Caswell Appoints Agency

George W. Caswell Co., San Francisco manufacturer of Caswell's National Crest coffee, has named Hoefer, Dietrich & Brown, San Francisco, to direct its advertising.

Kirkpatrick Sent to Coast

Robert D. Kirkpatrick Jr., senior service executive of the Chicago client service office, Market Research Corp. of America, Chicago, has been transferred to the company's San Francisco office.

Issues Fibre Booklet

The Fibre Fabric Industry, New York, has issued a booklet partially bound in fibre fabric covers, telling the story of the industry. The 24-page booklet highlights the product's uses in print and photographs.

Arnold Boosts Trade Center

Arnold & Co., Boston, has been appointed to direct promotion and publicity for a multi-million-dollar shopping center to be erected near Springfield, Mass.

Nash, Smith Join Moloney

John Boyle Nash, formerly with *Esquire*, and Edward J. Smith, formerly sales manager of the Movie Advertising Bureau, have joined the New York sales staff of Moloney, Regan & Schmitt, newspaper representative.

Rose Gerace Named A.M.

Oppenheim Collins, New York department store, has promoted Rose M. Gerace, art director for the past four years, to the new position of advertising manager.

\$20,000 WORTH of art and layout material for only \$180!

Multi-Use **CLIPPER**

Write for FREE SAMPLES!

Multi Ad Services, Inc. 105 Walnut, Peoria, Ill.

THE CREATIVE ART SERVICE

MARKETS IN THE MAKING



Built on a prairie barley field... Canada's newest "Oil Town"

If marketing's your business, remember that the maps are way behind the times in Canada. Take Devon, Alberta, for example. Just yesterday, this brand-new Canadian town was only a barley field on the bank of the South Saskatchewan River near Edmonton. Then in came oil at nearby Leduc! Overnight Devon became a community, the centre of this fast developing area. Some of the Leduc wells are actually inside the town limits.

Devon graphically illustrates Canada's new "Markets in the Making". She has her counterpart in scores of new industrial centres growing up right across the nation as Canada expands.

Where will your products rank in these markets of tomorrow? Take a look today at your advertising schedules and make sure *The Star Weekly is there!* No other publication covers all Canada so well, at such low cost. In the brand-new markets and in expanding old markets—wherever there are 60 or more English-speaking families, there is a Star Weekly carrier boy. With *The Star Weekly* you reach the *most* people in Canada at the *least* expenditure. Everywhere Canadian salesmen go... *The Star Weekly* goes, too.

In Canada

The STAR WEEKLY

Published at 80 King Street West, Toronto, Canada.

covers every centre

Montreal Office: University Tower U.S. Representatives: Ward-Griffith Co. Inc.

Signs of THE TIMES in Los Angeles

*First in
Circulation*

FIRST in
Total Advertising

FIRST IN
Display Advertising

FIRST
IN DEPARTMENT
STORE ADVERTISING

FIRST IN
Retail Advertising

1ST in General
Advertising

FIRST IN
CLASSIFIED
ADVERTISING

First in Circulation - and in all Major Advertising Classifications

The Los Angeles Times consistently publishes about 40% of all newspaper advertising in the five-paper metropolitan Los Angeles field. In America's third market, The Times is first in all major classifications of advertising.

In circulation, The Times is the leader in Los Angeles, outselling all other newspapers and holding a commanding position in the number of home-delivered subscribers.



LOS ANGELES

TIMES

REPRESENTED BY CRESMER AND WOODWARD, NEW YORK, CHICAGO, DETROIT, ATLANTA AND SAN FRANCISCO

Advertising Age

October 20, 1952
 Volume 23 • Number 34
 15 Cents a Copy • \$3 a Year
 CHICAGO 11 • Published Weekly at
 200 E. Illinois St. • DE. 7-1336
 NEW YORK 17
 801 Second Ave. • MU 6-8180

THE NATIONAL NEWSPAPER OF MARKETING

Where the Money Comes From ...

Agriculture, Lumber, Mining Still Important in the Western Economy

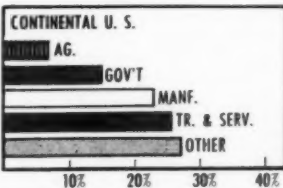
DENVER, Oct. 15—Although the continental U. S. derives 7.6% of its income from agriculture, 15.3% from government income payments, 23.9% from manufacturing, 25.9% from trade and service industries, and 27.3% from other sources, these percentages are strikingly different in the western states.

Generally speaking, income from farming is greater than the national average; income from government (payments to individuals) is up markedly from national figures; income from manufacturing is far below the national average; income from trade and service business is above average, and income from other sources is above average.

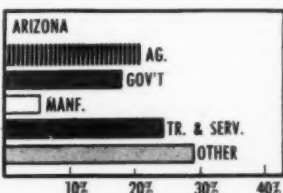
However, the percentages vary widely from one western state to another. In Washington, for example, 18.5% comes from manufacturing, 6.6% from agriculture and 20.8% from government. But in Montana, only 6.3% comes from manufacturing, 28.1% comes from agriculture and only 13.8% from government. (These are Commerce Department figures for 1951.)

These variations in the sources of income are the keys to an intensive analysis of the western market. Because they are so important, AA has developed a series of graphs—one for each of the 11 states. The actual percentages are shown in a table in an adjoining column.

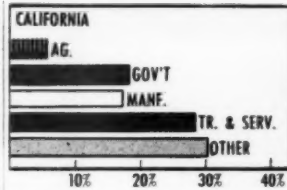
Here's the breakdown for the entire continental U. S.:



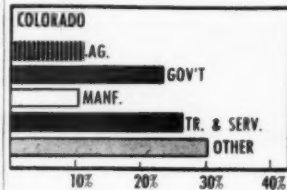
And here's a graph showing the Arizona breakdown. It will be seen that agriculture and government income are above average; manufacturing and trade and service are below average:



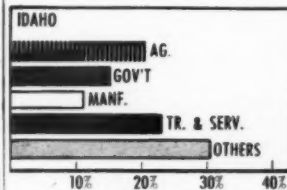
California's income is below average in agriculture and manufacturing; above average in government payments and trade and service businesses.



Colorado is above average in agriculture, government income and trade and service, below average in manufacturing:



Idaho is above average in agricultural income; below average in manufacturing and trade and service income; equals the national average in government income payments:



(Continued on Page 94)

The West Strides Forward ...

Western States Are Now a Giant Empire; Steady Growth Continues

Restless Migrants Seek an Idea ...

Why Western Living and Spending Patterns Differ from Other Sections

By Phil Seitz

LOS ANGELES, Oct. 16—While there is no such person as a "typical" Westerner, there's little doubt the West is different in terms of people and markets.

Probably the most significant factors making this "difference" stem from the tremendous and continuing population growth and movement.

Most of the population growth comes from in-migration. At the same time, there is considerable migration within the western states. The same statistics which reveal the growth of population in the West, also show that close to half the western counties are losing population to towns and cities. Most of this migration is toward the three coast states.

This latter movement tends to aggravate one of the West's greatest unsolved problems. People and industry require water. Yet the major migration is toward the dry sunny areas where the lack of water is most acute.

When the tourist movement is added to the in- and inter-migration in the West, it is apparent there is a high mobility at all times in the area. This is reflected in the fact that in full-time hotels, there

are twice as many guest rooms per 1,000 population as in any other geographical division.

As a result of this mobility, the western family tends to be more distinctively American in character than families in other regions. The percentage of native-born Westerners is low. Most families come from other parts of the country, often in several stages.

Through movement and wide exposure to all elements of population, European traits are usually lost by migrants, to be replaced by complete acceptance of the American way of living. There are few unassimilated foreign groups. Perhaps the only exceptions are the Mexicans of the Southwest.

In the West there is a pronounced love of home unhindered by lack of space, and stimulated by the wide variety of topography and climate to choose from. People are hospitable and spend more for recreation. Great importance is placed upon education, and the per cent of college graduates in the population is higher in the West than elsewhere.

To a great degree, the shuffling of population has resulted in a less stratified society. Confronted by a

(Continued on Page 98)

SAN FRANCISCO, Oct. 15—The story of the modern West is the story of the depression that didn't happen.

When, after World War II, the pessimists were viewing with alarm, the western states came in for particular attention.

How, they asked, can the West with its war-baby industries and its population swollen by defense industry workers survive the immediate postwar years?

On every side there were voices filled with gloom.

But the West not only sidestepped a depression, it actually continued its wartime gains.

When the official government figures were published, they showed that while the U. S. gained 14.5% in population between 1940 and 1950, the western states gained 40.9%. Actually, the three Pacific Coast states gained 48.8% in population. More than 13% of the entire U. S. population now lives in the Golden West, and estimates indicate that one-third to one-half of the 1950-60 U. S. population gain will be concentrated in the West.

The figures showed that California led in the rate of increase in manufacturing production workers.

The figures showed that, between 1930 and 1945, the size of the average farm increased most in the Pacific Southwest, keeping pace with the population growth. Farm output was up a greater amount than in other regions.

The figures showed that the increase in total income payments between 1929 and 1948 was larger in the three Pacific Southwest states than in any other region of the country.

Similarly, construction activity and power output in the 11 western states show a much heavier increase than in any other section of the country.

It seems unbelievable now, but only 30 years ago, for most Easterners at least, mention of the West conjured up three visions—of cowboys, orange groves and vacation land. To mention western industry was to invite the raised eyebrow. To mention hydroelectric developments and vast power resources was to establish oneself as a dreamer.

There are still many skeptics. There are media men who add a heavy dash of salt to any figures about population growth or income gains or increases in retail sales in the western states. Many persons still think of empty shipyards, silent aircraft plants and deserted military camps when they think of the West.

The Korean War has breathed new life into many of these de-

How the West Has Outstripped the Country in Percentage of Total Income Payments

	1929	1940	1951
the 11 western states account for these percentages of total U. S. income payments:			
Arizona	0.30	0.31	0.47
California	6.31	7.39	8.77
Colorado	0.77	0.78	0.89
Idaho	0.28	0.31	0.33
Montana	0.39	0.42	0.42
Nevada	0.09	0.12	0.14
New Mexico	0.19	0.25	0.38
Oregon	0.73	0.83	1.06
Utah	0.33	0.35	0.41
Washington	1.34	1.45	1.75
Wyoming	.19	.20	.21
Total	11.11	12.61	15.04
the 11 western states account for these percentages of total U. S. income payments:			
Arizona	0.30	0.31	0.47
California	6.31	7.39	8.77
Colorado	0.77	0.78	0.89
Idaho	0.28	0.31	0.33
Montana	0.39	0.42	0.42
Nevada	0.09	0.12	0.14
New Mexico	0.19	0.25	0.38
Oregon	0.73	0.83	1.06
Utah	0.33	0.35	0.41
Washington	1.34	1.45	1.75
Wyoming	.19	.20	.21
Total	11.11	12.61	15.04

Source: Survey of Current Business, August 1952

Serving Western Advertisers
and
Their Advertising Agencies
For A Quarter-Century
—O—
Keeping Them Informed
on the
Editorial And Advertising Values
of leading
National Consumer Magazines
Regional & Sectional Farm Papers
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We cover the entire Eleven
Western States from our
Los Angeles and San Francisco
offices with a staff of five
experienced salesmen.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

fense' installations, of course. But even before the Korean fracas started the boom was on. The bubble, in fact, never burst. And now it looks more permanent than ever before.

There's a new stability in the West. Basically, it stems from the fact that industry has diversified and agriculture has become more specialized.

There are problems, of course. Transportation is one of the most important. The West still is a vast empire with a widely scattered population. Any manufacturer who contemplates establishing a plant to serve the western market immediately runs into a transportation problem.

■ But after the obvious problems are reviewed, the potentials still are enormous. Between 1880 and 1950, the population of the U. S. increased three times, but the population of the 11 western states increased nine times. Between 1930

and 1950, the population of the U. S. increased by about half, but the population of the West almost doubled.

Here's how the individual states have grown since 1880:

Arizona's population is up 19 times.
California's population is up 13 times.
Colorado's population is up 7 times.
Idaho's population is up 19 times.
Montana's population is up 15 times.
Nevada's population is up 2½ times.
New Mexico's population is up more than 3 times.
Oregon's population is up 9 times.
Utah's population is up more than 4 times.
Washington's population is up more than 31 times.
Wyoming's population is up 13 times.

■ When the figures are pinned down, as in the following table, they show some very interesting growth patterns. Obviously, portions of what are normally grouped as the western states have had more impressive gains than others.

In the past decade, for example, the population of the 11 states has increased as follows:

State	1940	1950	% Increase
Arizona	499,261	749,587	50.1%
California	6,907,387	10,586,223	53.3
Colorado	1,123,296	1,325,089	18.0
Idaho	524,873	585,637	12.1
Montana	359,456	591,024	6.6
Nevada	110,247	160,083	45.2
New Mexico	531,818	681,187	28.1
Oregon	1,089,684	1,521,341	39.6
Utah	550,310	688,862	25.2
Washington	1,736,191	2,378,563	37.0
Wyoming	250,742	290,529	15.9
Total	13,883,265	19,561,525	40.9

■ This variation from state to state means that any marketer must give careful consideration to advertising expenditures. Use of old data is dangerous and can lead to important errors in allocation of funds.

These populations have changed, of course, since 1950—some to a very important extent. A review of the latest Census Bureau estimates (for July 1, 1951) presents a picture that looks pretty much like this:

State	Population	Change Since April 1, 1950
Arizona	805,000	+ 7.3%
California	11,024,000	+ 4.1
Colorado	1,376,000	+ 3.9
Idaho	590,000	+ 0.3
Montana	589,000	- 0.3
Nevada	171,000	+ 6.7
New Mexico	704,000	+ 3.4
Oregon	1,538,000	+ 2.4
Utah	709,000	+ 2.9
Washington	2,425,000	+ 1.9
Wyoming	295,000	+ 1.5
Total	20,246,000	+ 3.5

■ Taking the total population of the 11 western states as 100%, each state has the following percentage of the total:

State	Percentage	State	Percentage
Arizona	3.97%	New Mexico	3.47
California	54.45	Oregon	7.69
Colorado	6.79	Utah	3.50
Idaho	2.91	Washington	11.97
Montana	2.90	Wyoming	1.45
Nevada	0.84		

Thus, while the 11 western states cover vast amounts of land area, the three coast states have more than 74% of the population of the region. More than 54% of the people are located in California and, of these, about half are located in the Los Angeles market area.

■ The same movement from rural areas to urban areas is operative in the western states as it is elsewhere in the U. S. This means that the population increases in large measure have been concentrated in the prevailing population centers (with such obvious exceptions as Hanford, Wash., and Los Alamos, N. M.).

As a result, urban markets are even more important than the percentage increases for each state would indicate.

California, with more than 54% of the total population of the 11 western states, exemplifies this situation, since three-fourths of the population of California is con-

KING Publications Give You Blanket Coverage of 3 PROFITABLE MARKETS IN THE 11 WESTERN STATES

WESTERN INDUSTRY

for Manufacturing and Processing Industries

IMPLEMENT RECORD

for Farm Implement Dealers

WESTERN CONSTRUCTION

for Engineering Construction

WESTERN INDUSTRY is edited for the men who "run" the West's manufacturing and processing industries. Here is a big market for materials, tools, components, services—both for normal operations and for new plant and expansion programs. Wide varieties of natural resources—minerals, forests, oil, farm products, fishing, etc.—make this a particularly well diversified, stable market.

To assure real coverage of buying factors, WESTERN INDUSTRY has a full-time circulation staff, continuously watching and weighing industry changes. Latest CCA statement shows live circulation of 9,304 in the West.

IMPLEMENT RECORD

Serves America's No. 1 Farm Machinery Markets
... is the "first paper" to the men who sell and service farm machinery for the West's 461,673 farms. These farms comprise roughly 8½% of the U. S. total yet yield more than 18% of the U. S. farm income.

Intensive cultivation
Widespread irrigation
Year-round growing weather
create demand for more and heavier machinery, make big dealerships. Annual average sales volume of Western dealers, \$203,938 ... 50% above national average.

Editorial Policy

The editorial aim of these three books is to help readers solve their business problems. Compare King Publications with competitive magazines and see for yourself why it pays to advertise in WESTERN INDUSTRY, IMPLEMENT RECORD, WESTERN CONSTRUCTION.

call our nearest district manager NOW

WESTERN CONSTRUCTION

... is read by more contractors and engineers in the 11 Western States than any other construction magazine, national, regional or local. Because Western population is growing 2½ times faster than the U. S. as a whole, its need for more highways, dams, power plants, factories, housing projects, waterworks, streets, pipelines, etc., is urgent. The area will continue to use vast quantities of construction material.

DISTRICT MANAGERS

NEW YORK—Richard J. Murphy
107-51 - 131st St., Richmond Hill 19
Telephone JAmaica 9-2651

CHICAGO—A. C. Petersen
2423 Prairie, Brookfield, Ill.
Telephone BRockfield 532

SAN FRANCISCO—V. C. Dawdle
609 Mission St., S. F. 5, Calif.
Telephone YUkon 2-4343

CLEVELAND—Clifford E. Beavan
3307 E. 149th St., Cleveland 20, O.
Telephone Skyline 1-6552

LOS ANGELES—J. E. Badgley
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"Certainly there can be no better time to reach a motorist with a safety message than when he is driving a car. Many accidents have been prevented and many lives saved through these messages on outdoor advertising panels."

Ned H. Dearborn
 NED H. DEARBORN
 President
 NATIONAL SAFETY COUNCIL



One of a series of advertisements promoting a better understanding and appreciation of Outdoor Advertising—sponsored by

The Standard Group
 OF OUTDOOR ADVERTISING COMPANIES

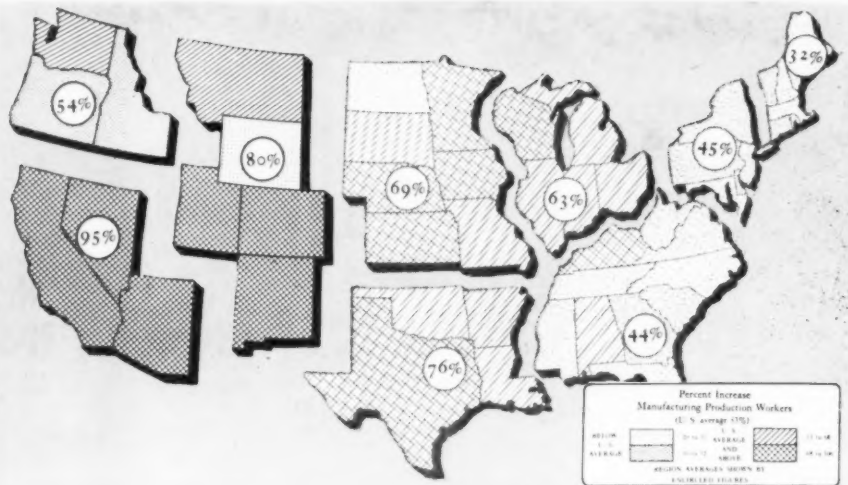
serving one-fifth
 of the nation's
 consumers . . .

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 PORTER POSTER SERVICE • SLAYTON & COMPANY • THE HARRY H. PACKER CO. • BORK POSTER SERVICE
 SUNSET OUTDOOR ADVERTISING CO. • BREMERTON POSTER ADVERTISING CO. • C. E. STEVENS CO.
 CONSOLVO ADVERTISING CORP. • LEHIGH ADVERTISING CO. • MARYLAND ADVERTISING CO.
 AMERICAN ADV. CO. • STANDARD OUTDOOR ADVERTISING, INC., 444 MADISON AVE., NEW YORK 22 •

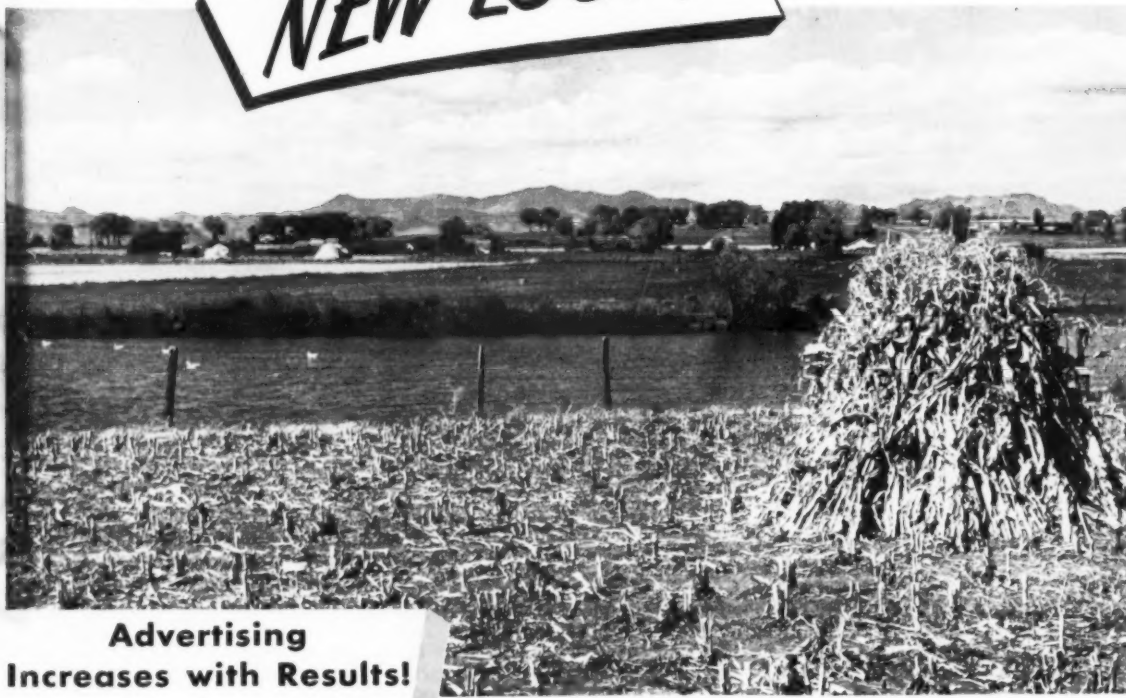
why not share our *response-ability?*

YOUR BEST BUY in Southern California in terms of low-cost housewife coverage. **SOLD** at more than 1,400 supermarket check stands — assuring you concentrated point of sale impact. **100,000** net paid weekly, growing each issue. **MORE TV** and radio news, pictures, stories and information than any other similar U.S. publication. **AMAZING** ad-success stories, proof of "response-ability." **SEND** a postcard today for "The Greatest Buy In Housewife Coverage in Southern California." **FREE** sample copy on request.

TV-RADIO LIFE 6361 Selma Avenue
Hollywood 28, Calif.
Phone: Hillside 9275

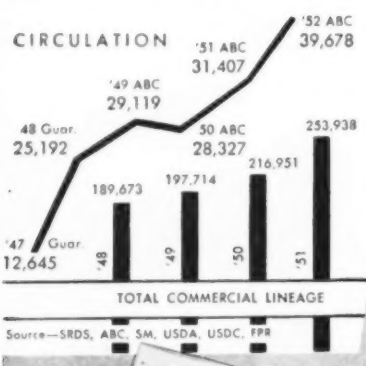


There's a **NEW LOOK** to Colorado



Autumn in Colorado brings a heavy harvest from rich soil and abundant water.

Advertising Increases with Results!



Since the early explorations of Zebulon Pike, Colorful Colorado has been the subject of many editorial features and photographs. But, up to five years ago, no one had concentrated on telling the specialized news of Colorado's farmers and ranchers.

Now there's a **NEW LOOK** in farm editorials and advertising—Colorado Rancher and Farmer, the only farm paper edited exclusively for Colorado! Today Colorado Rancher and Farmer occupies a prominent place in 3 out of 4 Colorado farm homes—a market with a gross income of more than a half billion dollars, the richest in the Mountain States.

Colorado Rancher and Farmer's rapid growth in circulation is testimonial to its reader acceptance; its rapid growth in lineage shows advertisers get results. Concentrate your Mountain States sales promotion in Colorado where farmers have the money to spend—and advertise in Colorado Rancher and Farmer which concentrates on Colorado interests! Write or phone for free market data and buying intentions survey, or contact your nearest Western Associated Farm Papers representative.

Colorado Rancher and Farmer

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NEBRASKA FARMER Lincoln
UTAH FARMER Salt Lake City
WYOMING FARMER Cheyenne
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IDAHO FARMER Boise
MONTANA FARMER Helena
NEVADA FARMER Reno
NEW MEXICO FARMER Albuquerque
NEW YORK FARMER New York City

MORE MANUFACTURING—The increase between 1939 and 1947 in absolute numbers of persons engaged in manufacturing production has been higher in the West than elsewhere in the country, except in the three northwest states, where a high percentage of industry already existed.

concentrated in seven metropolitan areas.

More than half of the population of Washington also is classed as urban and almost half of the population of Oregon falls in the same category. This shift from ranch or farm to city has taken place in the other western states as well. This, of course, has very important implications for marketers.

But even though there has been a definite, measurable movement from the rural areas to the cities, income in rural areas is at an all-time high. This increase in farm and ranch productivity is one of the most significant trends in the western economy and is discussed elsewhere in this issue.

Usually, a high manufacturing level is associated with a high income level—at least on a regional basis. Thus manufacturing trends are important in any discussion of income.

There are two trends in manufacturing that are of particular interest to marketers. The first is the change in the number of manufacturing workers from 1939 to 1947 and later years. The second is the change in the relative importance of manufacturing.

Between 1939 and 1947, the nation as a whole showed an average increase in manufacturing production workers of 53%, according to the 1947 Census of Manufactures. The greatest rate of growth in the U. S. took place west of the Mississippi, with the Pacific Southwest in the vanguard.

As will be seen in the map above, however, not all western states participated in this increase in manufacturing workers in the same degree.

The regional groupings are shown on the map. Here's the state by state increase in thousands of manufacturing workers and in per cent:

State	1939	1947	% Gain
Arizona	6,000	11,000	83%
California	271,000	530,000	96
Colorado	23,000	44,000	91
Idaho	10,000	15,000	50
Montana	9,000	14,000	56
Nevada	1,000	2,000	100
New Mexico	3,000	6,000	100
Oregon	57,000	92,000	61
Utah	11,000	20,000	82
Washington	82,000	123,000	50
Wyoming	3,000	4,000	33
U. S.	7,808,000	11,916,000	53

Although the Commerce Department data only goes to 1947, the Department of Labor estimates the number of manufacturing employees in the western states as follows:

State	April 1951 (000)	April 1952 (000)
Arizona	18.4	23.1
California	860.6	934.3

Colorado	60.6	62.0
Idaho	22.6	15.2
Montana	16.7	18.4
Nevada	3.6	3.7
New Mexico	13.6	14.6
Oregon	141.3	139.7
Utah	28.9	30.2
Washington	183.3	185.9
Wyoming	5.6	6.3

It is immediately apparent that the percentage increase and the absolute increase can vary widely. California, for example, led all 48 states in rate of growth. However, New York still had the largest absolute increase in the number of workers.

Coupled with this data is some important information on the change in the relative importance of manufacturing from 1939 to 1947—as measured by manufacturing production workers per 1,000 population.

The map on Page 68 shows how manufacturing has become more or less important in the economy of the various areas in the U. S. by showing the percentage change in the index from 1939 to 1947.

The U. S. as a whole increased from 60 manufacturing workers per 1,000 population to 83 workers per thousand during the period—an increase of 39%.

These figures are quite significant. For example, the mountain states—which are the least industrialized of all the states—showed a 74% increase in the number of manufacturing workers per thousand population. This is coupled, of course, with relatively small gains in total population during the '40s. The importance of the shift to cities is immediately apparent.

Even more interesting, however, is the fact that several of the West Coast states which experienced such tremendous gains in population do not show up too well on the importance-of-manufacturing index.

This apparent paradox results from the fact that while industry boomed, population increased still more, thus giving the impression that manufacturing growth is negligible. Actually, it means only that population growth outstripped manufacturing growth in the Pacific Southwest—and that both have boomed.

The fact that the western expansion tends to be a stable factor is evident from the increase in total income payments between 1929 and 1948.

The map on Page 68—again based on Commerce Department data—shows the increase in income payments to individuals during the two decades in relation to the average increase for the U. S., which was 149% (no allowance has been made for changes in the buying power of the dollar).

Of all the regions of the nation, the two Pacific areas experienced the highest rates of increase. The 11 states gained in total income payments as follows:

	1929 (000)	1948 (000)	Gain (000)
Arizona	\$ 245,000	\$ 823,000	236%
California	5,217,000	17,099,000	228%
Colorado	633,000	1,713,000	171%
Idaho	230,000	734,000	219%
Montana	325,000	915,000	182%
Nevada	74,000	275,000	272%
New Mexico	161,000	643,000	299%
Oregon	603,000	2,134,000	254%
Utah	272,000	825,000	203%
Washington	1,104,000	3,578,000	224%
Wyoming	154,000	426,000	177%
Total	\$9,018,000	\$29,165,000	223%

Per capita income payments increased in all sections of the country during the two decades from 1929 to 1948. The per capita increase for the U. S. was 107%.

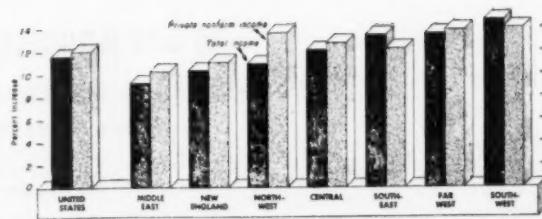
At first glance the map would seem to indicate smaller-than-average gains in the western area. But the percentages must be qualified. For example, the regions which exceeded the national rate of increase were the regions which had a lower level of per capita income payments than the nation

in 1948. And the regions whose per capita incomes were above the national average in 1929 and in 1948 had the lowest rates of increase.

Two of the most significant facts about the western states—facts that never have received adequate recognition by marketers generally—are that the per capita income is significantly higher than the national average and the number of persons per family is significantly lower than the national average.

Here's the picture:

	Persons per Household '50	Per Capita Income '51
Total U. S.	3.52	\$1,584
11 Western States	3.26	—
Arizona	3.56	1,432
California	3.17	1,933
Colorado	3.38	1,568
Idaho	3.48	1,356

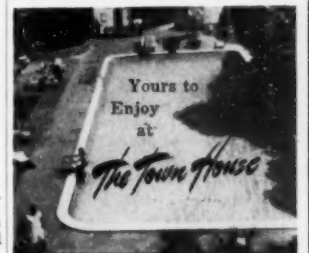


BETTER THAN AVERAGE—This chart from the Survey of Current Business indicates that the Northwest, Far West and Southwest regions fared extremely well in increases in both total and private nonfarm income from 1950 to 1951. Only the Southeast rivaled these sections of the country in increases.

Montana	3.37	1,742
Nevada	3.18	2,029
New Mexico	3.85	1,301
Oregon	3.17	1,652
Utah	3.66	1,424
Washington	3.23	1,755
Wyoming	3.45	1,722

Basic transportation arteries in the western states have changed little during the past few decades. Air transportation, of course, has been superimposed upon the exist-

ing rail-highway network. But the main arteries still are determined to a great extent by topography. Railroads in some cases have double tracked their routes and



"RESORT LIVING IN THE HEART OF LOS ANGELES" Edward J. Crowley, General Manager - A Hilton Hotel

To sell Soap to inland Californians (and western Nevadans)

... Be on the Beeline

Soap or soup, the way to sell in inland California and western Nevada is . . . on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined. (BMB State Area Report)

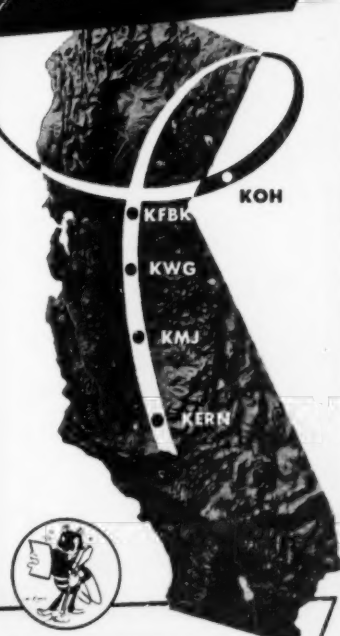
LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market—inland California and western Nevada.

McClatchy Broadcasting Company

Sacramento, California Paul H. Raymer, National Representative

- | | | | | |
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Sacramento (ABC)
50,000 watts 1530 kc | KOH
Reno (NBC)
5000 watts, day; 1000 watts, night 630 kc | KERN
Bakersfield (CBS)
1000 watts 1410 kc | KWG
Stockton (ABC)
250 watts 1230 kc. | KMJ
Fresno (NBC)
5000 watts 580 kc. |
|---|---|--|--|--|



A million people listen to the Beeline every day

most of the main highways now are paved or blacktop all-weather roads.

Population and income data for each of the 11 western states already has been listed. But it is important to break these areas down further and present basic facts about each state and its major markets in order to completely set the stage for the development of marketing plans.

ADVERTISING AGE here presents a brief picture of 34 leading markets in the West, based on government statistics. These markets comprise the 18 metropolitan areas in the 11 western states, as defined by the Bureau of the Census, plus 16 counties outside these metropolitan areas with a total population of 50,000 or more and a central city having at least 25,000 population. Metropolitan areas, as defined by the census, generally embrace cities of 50,000 or more population, the county containing the city, and in some cases contiguous counties which are deemed to be an integral part of the market.

It should be pointed out that in several instances, a metropolitan area contains more than one city of 50,000 or more, in which case the area takes the name of the largest center. Examples are Los Angeles, which embraces Alhambra, Burbank, Glendale, Long Beach, Pasadena, Santa Monica and South Gate, as well as Los Angeles, and San Francisco-Oakland, which also includes the cities of Alameda, Berkeley and Richmond.

The data on retail sales which is included in each of the market profiles is, in general, presented from "Population and Its Distribution," Seventh Edition, 1951, compiled by J. Walter Thompson Co. and published by McGraw-Hill Book Co., as are the definitions of market areas.

The Los Angeles Metropolitan Area Los Angeles and Orange Counties, California

(Includes Details for Cities of 50,000 or More)

	Total Area	City of Los Angeles	City of Long Beach	City of Pasadena	City of Glendale	City of Burbank	City of Santa Monica	City of Alhambra	City of South Gate
Population (1950)	4,367,911	1,970,358	250,767	104,577	95,702	78,577	71,595	51,359	51,116
Households (1950)	1,439,403	665,750	90,848	36,222	34,426	25,034	25,816	17,799	16,293
Civilian Income* (1950)	\$8,038,479								
Total Retail Sales* (1948)	\$4,721,241	\$2,370,761	\$310,572	\$192,543	\$141,237	\$76,643	\$108,247	\$66,889	\$36,647
Total Retail Sales* (1950)	5,302,309								
Food Store Sales* (1948)	1,094,706	510,098	68,873	34,528	32,454	20,227	22,781	13,375	12,632
Food Store Sales* (1950)	1,292,395								
General Merchandise, Apparel, etc. Sales* (1948)	961,636	580,901	66,334	60,561	29,639	7,098	24,272	11,030	1,370
Furniture, Furnishings, Appliance Sales* (1948)	329,887	171,609	25,494	13,622	8,899	3,924	7,335	6,276	1,706
Automotive Sales* (1948)	763,953	359,078	53,616	32,712	32,956	19,867	20,835	17,509	7,541
Service Station Sales* (1948)	262,617	120,531	16,865	9,267	7,731	5,027	4,145	3,641	2,744
Lumber, Building, Hardware Sales* (1948)	326,524	113,475	17,900	10,555	7,019	8,173	5,779	6,440	3,997
Drug Store Sales* (1948)	175,639	91,983	11,433	6,390	4,978	2,881	4,739	2,287	1,428
Assessed Valuation* (1949-50)	5,643,493	2,428,591	335,086	143,547	121,475	107,622	92,544	68,550	48,594
Total Wholesale Sales* (1948)	6,060,357	5,953,403	208,204	71,117	63,124	29,357	28,580	20,029	13,056
Total Service Sales* (1948)	416,367	403,534	23,580	14,211	10,463	17,716	6,357	3,476	2,477

*These figures are in thousands of dollars.

Civilian income, retail sales and food store sales for 1950 are California State Chamber of Commerce estimates. All others are U. S. Census.

Los Angeles

Los Angeles and Orange Counties, California

The vast, sprawling complex that is Los Angeles and its metropolitan market is almost impossible to describe adequately. The third largest metropolitan area in the country, as defined by the Census Bureau, Los Angeles numbered 4,367,811 people in its Los Angeles-Orange Counties metropolitan area in 1950.

What is even more interesting, perhaps, is that in the decade between 1940 and 1950 the population of this metropolitan area increased 49.8%, whereas that of the New York metropolitan area climbed only 10.7%, and that of the

Chicago area by 13.9%.

Among the eight largest metropolitan areas—each with more than 2,000,000 inhabitants in 1950—only one even approached Los Angeles' rate of growth. That one was also in California—the San Francisco-Oakland metropolitan area, where population in 1950 was 53.3% greater than ten years previously.

Only Detroit, among the major eastern markets, was able to show as much as a 15% increase in the decade. The motor city's climb was 26.9%.

Los Angeles County measures about 75 miles from north to south and about 70 miles from east to west. Orange County, directly to

the south along the sea, extends about 40 miles along the coast and some 25 miles inland.

Much of Los Angeles County is mountainous. The portion at lower elevations includes the coastal plain, the San Fernando Valley, and the San Gabriel Valley, and concentrated here are nearly all the cities, population, agriculture and industry of the area. Orange County, on the other hand, is an extensive citrus and truck farming area, with well over three-fifths of the total area devoted to farms, and no large cities except for Santa Ana, which has about 45,000 population.

The non-mountainous areas of Los Angeles County are about one-

fourth of the total county area, and 75% of this non-mountainous area is within the corporate limits of 44 cities. The city of Los Angeles alone occupies almost one-half of the total area.

The irregularly shaped 453 square miles that are within the corporate limits of this unusual city extend 50 miles from the harbor area at San Pedro Bay to the northern limit of the San Fernando Valley, and 25 miles from the western beach areas along Santa Monica Bay to its eastern boundaries. Around its perimeter are such major independent cities as Long Beach, Glendale, Pasadena and numerous others, including such cities as Santa Monica, which is surrounded by Los Angeles on

92.4%
COVERAGE
CITY ZONE
FAMILIES

Independent
42,628

Press-
Telegram
65,772

GET THE FACTS!

Only Long Beach newspapers
cover Long Beach

Chart figures shown are for City Zone only
Total Long Beach daily newspaper
circulation, 140,363

INDEPENDENT-PRESS-TELEGRAM

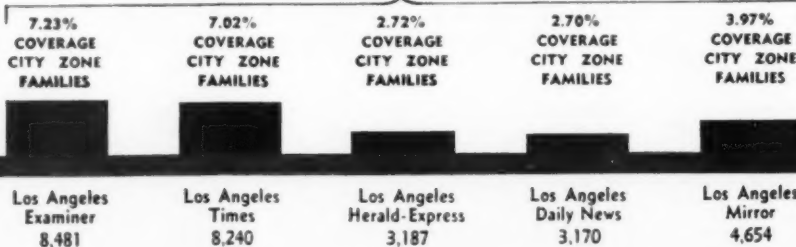
LONG BEACH, CALIFORNIA

Represented Nationally by Cresmer and Woodward, Inc.

SOURCES:
The city zone family figure shown is an estimate for 1952 by the Long Beach City Planning Commission. It is based on such indices as building permits, water meter and power installations and projected from the U.S. Bureau of Census reports by census tracts for 1950. In some areas actual population counts have been tabulated. The U.S. Census for 1950 shows 103,965 families in the Long Beach City Zone.

Circulation figures are from the Audit Bureau of Circulations reports for the 12 months ending March 31, 1952.

27,732 COMBINED CIRCULATION OF LOS ANGELES DAILY NEWSPAPERS



this is PHOENIX... miracle of the west



Visiting Phoenix A Week A Year 'Ought To Be Law'

By BOB CONSIDINE
(Distributed by International News Service)

There ought to be a law forcing all Eastern commentators—and viewers—with-alm—to spend at least a week each year in and around the Phoenix area.

The result would be a sharp drop in the number of reports that this land of ours is losing its wallop.

This is Texas without oil; California without Hollywood—but with the unquenchable pride and vigor and lustiness that would now enable our people to start all over again and come out on top. Confidence shouts its defiance around these parts.

We (as a fellow learns to say here, after a few days) got the sunniest sun in the whole dang'd United States, and the most figures to prove it.

We got the most lettuce in the world, and the most copper, and the only long-staple cotton this side of the Nile valley, and the purtiest gals and the strongest men.

Up North we got the biggest dam' hole in the world, 200 miles long and down to 6,000 feet deep.

We got Hope and Crosby and half of Hollywood when the smog gets too smoggy. We got a fellow named Del Webb, who came hereabouts as a \$5 a day carpenter a few years ago and now can get rid of Cadillacs every time an ash tray gets filled.

We got a dam named after a Roosevelt named Teddy, and some others that have turned a bleach-bone desert valley into a picture-garden whose owners pay more taxes every year than the whole reclamation job cost.

We got the biggest lemons on earth, and the easiest going people. We got time to think and play as well as work.

We got the air-conditioning bug so big that we're think'ne of air-conditioning the street intersections, and a Reynolds Metals plant that makes Willow Run and the Pentagon look like lean-tos.

We got fat and fearless newspaperers, and outdoor steak-tries so aromatic that the Stetson floats off your head.

We got millionaires in blue jeans and bankrupt tenderfeet in Abercrombie Fitches, and we got a state magazine named Arizona Highways which is so purty that subscribers around the country pay us to read about us.

As we say around the chuck wagon, come and get it. You can fly in from the coast in an hour and a half, and from New York in a long afternoon.

U.S. To M Plar

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Two six-
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plant's 22,000
specting the E.
picket line.
Douglas produer
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Lockheed's pre
included jet
submarine b
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Chi
A

Phoenix! America's 55th largest metropolitan area. A vigorous, cosmopolitan city... whose first settlers arrived only 84 years ago. Today a thriving metropolis of a quarter million persons—one-third of the state's total population. Literally, the miracle of Phoenix has taken place within one person's lifetime.

Phoenix! Capital of a state producing nearly half of America's copper. Home of the world's largest aluminum extrusion plant owned by Reynolds Metals. A total of 1,100 other manufacturers, headed by such big names in industry as Goodyear, Motorola, AiResearch. Heart of a county whose irrigated farm lands last year ranked seventh among all counties in the United States. Magnet for a million sun-seeking winter visitors annually.

Phoenix! Where 71,000 new homes have sprung up in the metropolitan area in the past 10 years. Where one of America's newest and most modern airports has just been dedicated. Where huge new stores, libraries, shopping centers, hospitals, and schools are being built to keep pace with an ever-increasing growth.

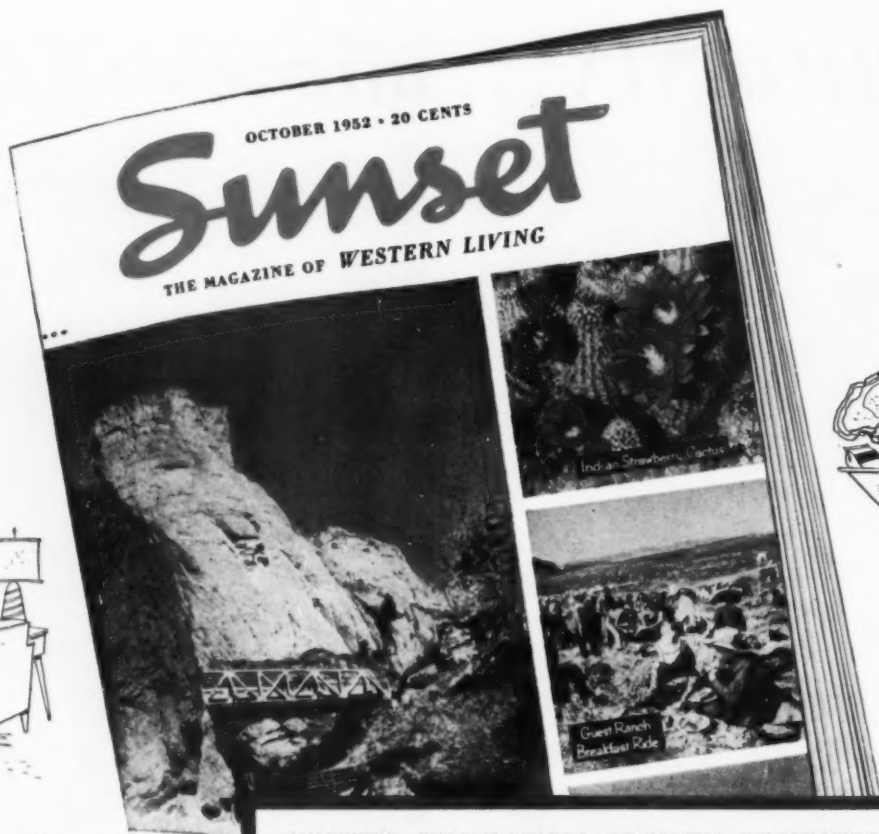
Phoenix! **BIG... VITAL... PROSPEROUS.**

Phoenix! Totally covered by the

Phoenix
REPUBLIC and GAZETTE

PHOENIX, ARIZONA

Represented by KELLY SMITH COMPANY



The



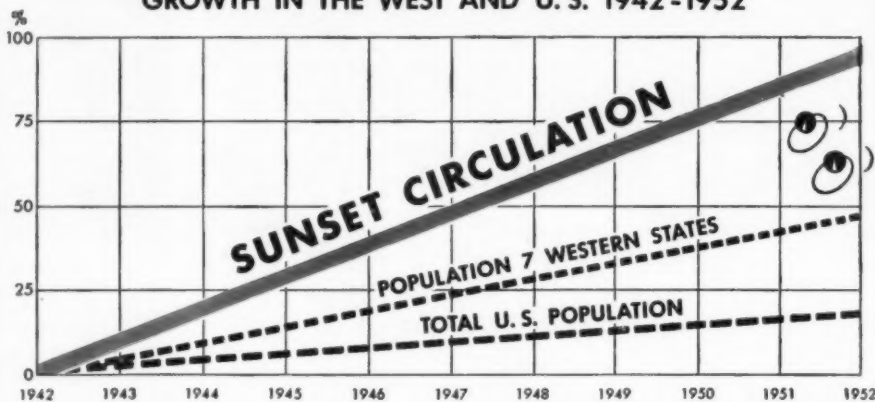
Western families
know that *Sunset*
serves them best

*They've almost doubled *Sunset's* circulation in the past ten years!*

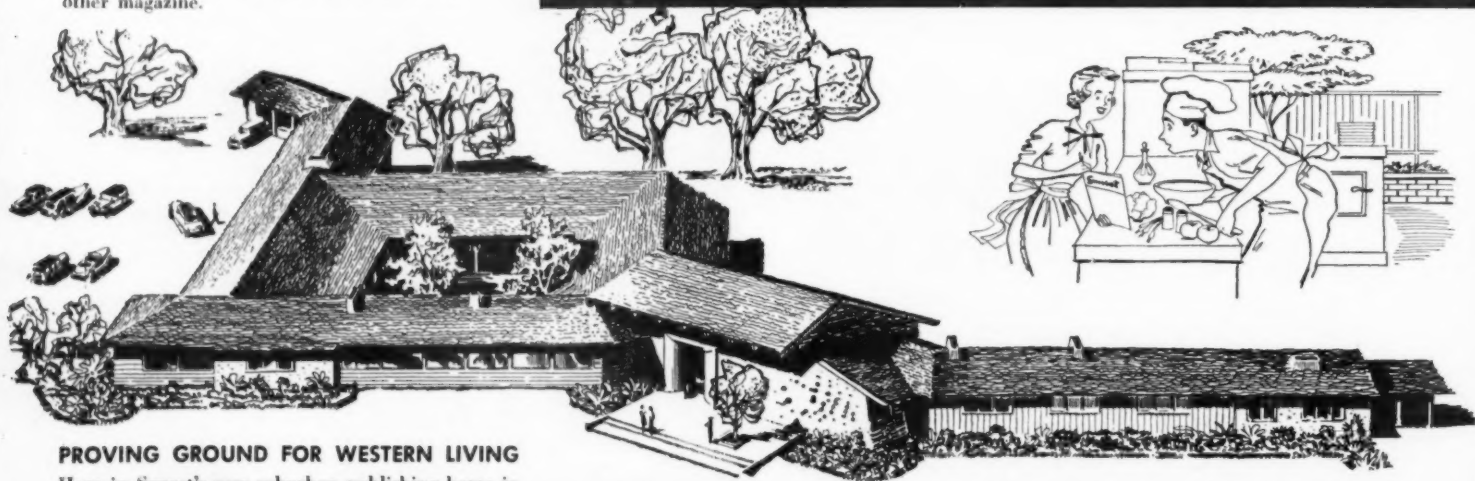
Sunset is growing even faster than the growing region it serves.

One and a half million Westerners read *Sunset* every month. *Sunset* leads *all other* home service and travel magazines in Pacific Coast circulation. In most fine-home communities, it has more circulation than *any other* magazine.

SUNSET'S CIRCULATION GROWTH COMPARED WITH POPULATION GROWTH IN THE WEST AND U. S. 1942-1952



Sunset circulation taken from Audit Bureau of Circulations statements: 6 months period ending Dec. 31, 1941 compared with 6 months period ending Dec. 31, 1951. Population: U. S. Census Bureau figure July 1, 1941, and Sales Management's 1952 Copyrighted Survey for Jan. 1, 1952



PROVING GROUND FOR WESTERN LIVING

Here in *Sunset's* new suburban publishing home in Menlo Park, California, 30 miles south of San Francisco, *Sunset* editors practice what they preach. In test kitchen, barbecue and gardens, ideas for better living from all over the West and Hawaii are tested and edited. You are invited to visit *Sunset's* new home whenever you are in the neighborhood.

More than 540,000 Western families
live by, believe in and

advertising medium that serves the West best

...sells it best

This one medium reaches top prospects in every community in the West and Hawaii

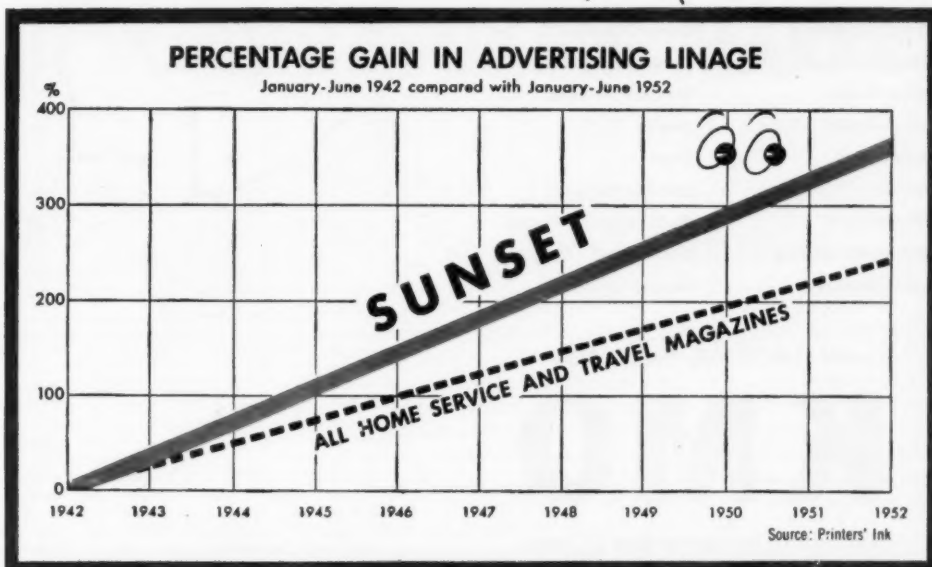


Advertisers know
that Sunset sells
the West best

Sunset has had the largest percentage gain in advertising linage since 1942 of any home service or travel magazine.

And still growing—Sunset advertising linage is up 15.9% for the first 9 months of 1952 over the same period last year.

Every Sunset issue so far this year has set a new record in number of pages. Current October issue 212 pages!



in four important ways— WESTERN LIVING IS DIFFERENT

HOMES. Western homes are custom-tailored to the West's milder climate and widely varied topography. Homes have more room for indoor-outdoor living, are open to views and sun.

GARDENS. The climate keeps Western gardens blooming all four seasons, helps Westerners grow a wider range of things—from backyard avocados in California to rhododendrons up north in Washington.

COOKING. Indoors and out, Western cooking has a flavor all its own. Nowhere else in the nation do homemakers have such an abundance

of different foods to choose from—everything from artichokes and abalone to Olympia oysters.

TRAVEL. Westerners travel much more often and all year around, because scenery and play spots—from ski slopes to desert to seashore—are close by. They take more long trips, too, by sea and air to the far corners of the globe.

SUNSET KNOWS THE WESTERN MARKET BEST Sunset has reflected the growth of the West for over 53 years and knows how important these differences are. So Sunset edits a strictly regional magazine—full of helpful, how-to-do-it information in these four fields where Western living differs. It tailors this material for readers in the seven Western states and Hawaii . . . even publishes three separate zone editions to account for

local differences within its area.

Because no other advertising medium gives Westerners so much how-to-do-it information on Western living—no other medium matches Sunset's influence in the West.

IN THE WEST AND HAWAII NOTHING SELLS LIKE SUNSET

Westerners who depend on Sunset for living information naturally depend on it for buying information. Starch readership studies indicate both men and women read ads more thoroughly in Sunset than in any other consumer magazines studied. No wonder advertisers find Sunset extra productive . . . and no wonder Sunset on a media schedule is such good news to Western brokers, distributors and retailers!

buy from **Sunset**

THE MAGAZINE OF WESTERN LIVING

LANE PUBLISHING CO.
Menlo Park, California

Advertising Offices: San Francisco • Los Angeles • Portland • Boston • Detroit • Chicago • Atlanta • New York

all but the ocean side.

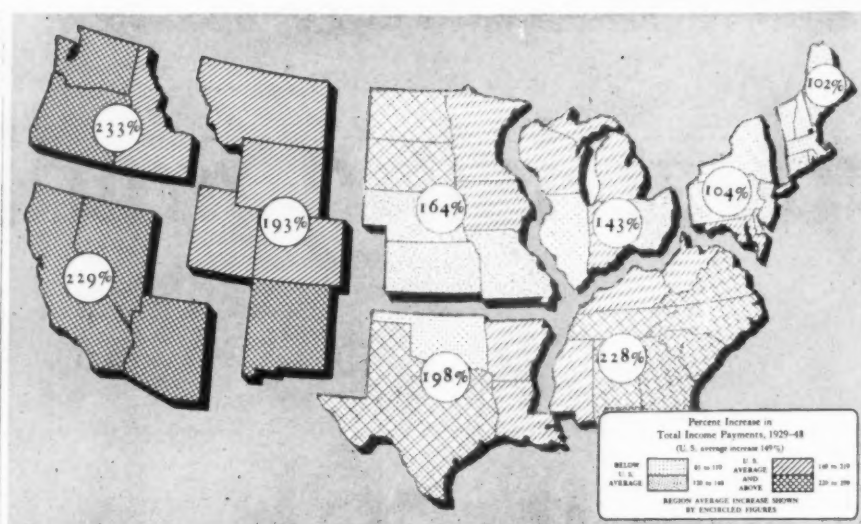
Los Angeles grew largely by annexation of contiguous independent areas, and the development of urban areas linking the centers of these formerly independent areas. This is a key factor in understanding the city, since it has continued to maintain well-defined shopping, industrial and residential areas to a far greater extent than is true of most cities.

Partly, the development of Los Angeles as a cluster of markets, rather than as a unified single market, is due also to the topography, which makes it essential for traffic flow to follow natural lines, and to the fact that the private automobile is the backbone of local transportation. Los Angeles is undoubtedly the only big city in which a breakdown of public transportation would only have a minor effect on traffic movement.

It is no accident that automobile ownership in California is extremely high, and that only six

states have more autos registered within their borders than are in use in Los Angeles County. Reliance upon private automobile transportation has done much to spur the growth of shopping centers—once a person is in an automobile and traffic moves fast (as it does over LA's elaborate highway system, including some 165 miles of freeways), there is no objection to leaving the immediate neighborhood if there are shopping attractions elsewhere.

This has led to centers where every conceivable combination of stores may be found. In a just completed survey, not yet off the press, the Los Angeles Chamber of Commerce locates 120 independent shopping centers in Los Angeles County—with a shopping center defined as a place which includes a department store and/or a combination of apparel, hardware, appliance, and general merchandise stores. Almost always, of course, a supermarket and drug store are



INCOME PAYMENTS UP—The West's growth is mirrored in this map showing changes in total income payments. Note that only the Southwest and the Southeast approximate the percentage increases of the western states. (See story on Page 63.)

These National Advertisers Know that you CAN'T COVER THE TACOMA MARKET from Seattle!

- Camel Cigarettes
- Maxwell House
- Kaiser Frazer
- Durkee Foods
- Listerine
- Pontiac
- Milwaukee R. R.
- Continental Baking
- Lever Brothers

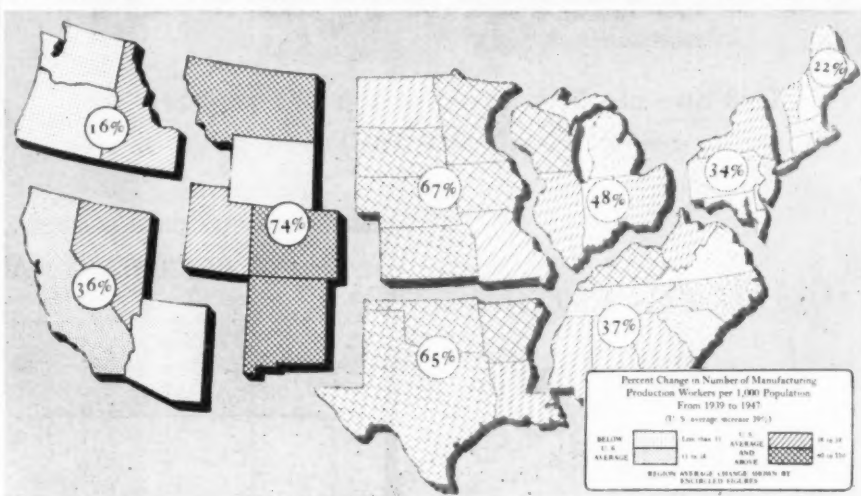
- Carter Products
- Curtis Publishing
- Western Airlines
- Anacin
- Kraft
- Lincoln-Mercury
- Molle Shaving Cream
- Union Pacific R. R.
- Nestles Cocoa

IN TACOMA THEY USE

KMO

The Voice Of Tacoma For Over 25 Years

REPRESENTED NATIONALLY BY BRANHAM COMPANY



REFLECTS POPULATION GROWTH—It is interesting to note, on this visualization of per cent change of manufacturing production workers per 1,000 population from 1939 to 1947, that the West is generally below the national average. The answer, of course,

lies in increases in the total population, holding the number of manufacturing workers per thousand population down, as compared with other sections of the country, where total population did not increase as greatly (see Page 63).

included, but these latter stores alone do not qualify as shopping centers.

The motion picture business, once Los Angeles' trademark, is still important, especially with the upsurge of TV production, but it—along with the tourist business—is relatively minor in the economy of the area now.

Industrial growth in and around

Los Angeles has been phenomenal in recent years. Contrary to general opinion, the war years did not constitute the great period of industrial growth. Actually, since VJ Day, new plants have been built and existing plants expanded at a rate 25% greater than during the war. It is reported that one out of every five factories in Los Angeles County has been enlarged in the postwar period.

Manufacturing in the city and county are more diversified than in most concentrated areas, with 50 distinct industries involved. Aircraft manufacturing is the largest industry, but petroleum refining, fish canning, automobile assembly, and production of tires and tubes, furniture, sportswear, electronic equipment, etc., are important.

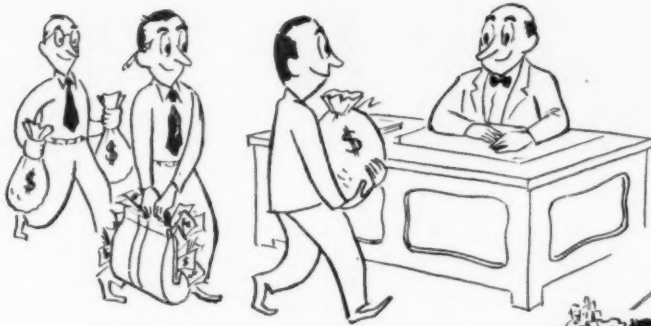
Even so, the Los Angeles area,

in the *Pasadena* area...

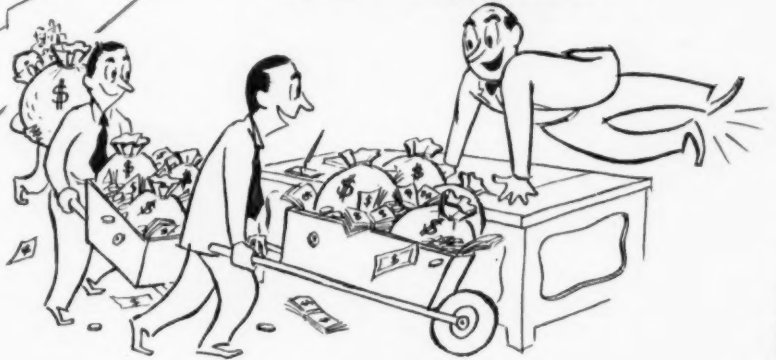
ST in... **Circulation Advertising** in...

METROPOLITAN PASADENA STAR-NEWS

profits grow bigger



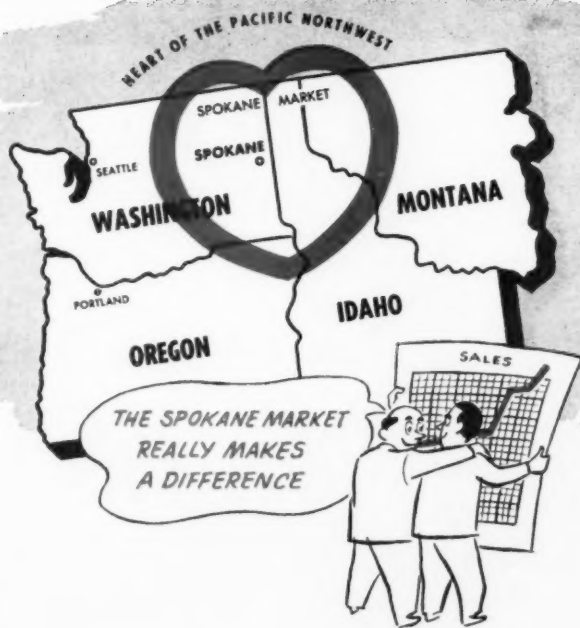
and bigger...



*When you
Cover the*

BILLION DOLLAR SPOKANE MARKET

*It's one of the three
Must Markets in the
Pacific Northwest*



YES, PACIFIC NORTHWEST SALES PROFITS DO GROW BIGGER WHEN YOU COVER THE BILLION DOLLAR SPOKANE MARKET. It's a treasure chest . . . this Spokane Market. Net effective buying income tops a billion dollars annually! Income per farm is nearly double the U. S. farm average! Retail Sales top 900 million dollars a year! With more than a million residents, this is one of the three must markets in the Pacific Northwest. Although the very heart of the Pacific Northwest, the Billion Dollar Spokane Market is a distinctly independent and unified trade area virtually unaffected by advertising in coastal cities 300 miles or more distant. But, it's a cinch to sell.

You can cover the entire Spokane Market easily and economically with just one great selling medium . . . The Spokesman-Review and Spokane Daily Chronicle. These are the papers Spokane and Inland Empire residents have read and shopped from since pioneer days. They are accepted as home-town newspapers the length and breadth of their larger-than-New England-market. With 89% of all subscribers receiving their newspapers by carrier delivery at home, the Spokane Dailies have the coverage and acceptance which sells the Spokane Market as does no other advertising medium.

So cover the Billion Dollar Spokane Market and watch your sales profits grow bigger . . . and bigger.

Advertising Representatives: Cresmer & Woodward, Inc., New York, Chicago, Detroit, Los Angeles, San Francisco, Atlanta. Color Representatives, SUNDAY SPOKESMAN-REVIEW. Comic Sections: Metropolitan Group.

Accepted as
Home-Town Newspapers
the Length and Breadth
of the Inland Empire

THE SPOKESMAN-REVIEW
Spokane Daily Chronicle

Combined Daily
CIRCULATION

Now Over
160,000

81.84% UN-duplicated

**YOU CAN PRO
PEOPLE**



PROFIT BY OTHER S PREFERENCE

IN the 28-delicious-flavor ice cream world, "I'll take vanilla" is still the most popular expression. And because consumers choose to buy twice as much vanilla as the next leading flavor, manufacturers produce twice as much. Their guide to profit is public preference!

New Yorkers, in their reading habits, have an equally overwhelming preference . . . one that you can use as your guide to profit. For half a century the Journal-American has never been surpassed in reader popularity and

loyalty in the evening field.

Today the home-going Journal-American is chosen by 42 of every 100 families who read a New York evening newspaper . . . 123,000 more than the second; 290,000 more than the third.

There's your guide to profit! This overwhelming brand preference for one newspaper, clearly demonstrated at newsstands throughout the city and suburbs, can direct the brand preference of New York's largest evening audience to your products.

**FOLLOW THE LEADER HOME
TO NEW YORK'S LARGEST
EVENING AUDIENCE**

Journal NEW YORK American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

A HEARST NEWSPAPER

NATIONALLY REPRESENTED BY HEARST ADVERTISING SERVICE

which ranks third in population, income, retail sales, wholesale trade and banking, is only fifth in manufacturing—a fact which leads local business men to the conclusion that greater expansion in this particular area is still to come. During 1951, for example, new plants and expansions in the county are estimated to involve a capital expenditure of more than \$300,000,000—far above the previous record year of 1943, when \$162,000,000 was put into such facilities.

Within the Los Angeles metropolitan area, as defined by the U. S. Census Bureau, there are seven cities, in addition to Los Angeles, which have more than 50,000 population.

Long Beach

Largest of these independent cities in the metropolitan area is Long Beach, on the ocean south of Los Angeles. The city had 250,767

people in 1950, 3,119 retail stores, 309 wholesale firms and 262 manufacturing establishments.

It stretches eight miles along San Pedro Bay, and is an important resort hotel and beach amusement center, as well as an industrial city. Principal products (aside from the important Signal Hill oil field, which the city partially surrounds) are ships, automobiles and automotive parts, furniture, apparel and chemicals.

Pasadena

Pasadena, contiguous to Los Angeles on the northeast, had 104,577 people within its corporate limits in 1950. It is primarily a residential and resort city of above-average homes, gardens and estates. It is best known nationally, perhaps, as the site of the annual Tournament of Roses and the Rose Bowl football game.

As the home of the California

Institute of Technology, Pasadena has become a center of engineering and scientific research, and much of the city's recent industrial growth has been due to the establishment there of production facilities for scientific and precision instruments, chemicals, drugs, optical instruments, cosmetics and ceramics, and other similar light manufacturing industries.

Glendale

Glendale, also contiguous to Los Angeles on the Northeast, approximately eight miles from downtown Los Angeles, had a population of 95,702 in 1950. It is a trading center and manufacturing area as well as a residential city. It has some 300 manufacturing enterprises, with aircraft and aircraft parts prominent in a diversified list.

The most recent census credited the city with 1,253 retail establish-

ments and 145 wholesale establishments.

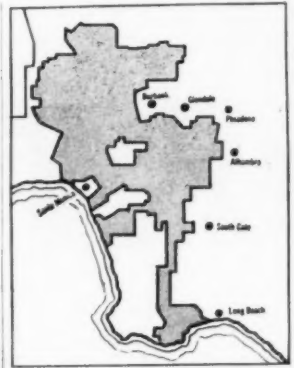
Burbank

Burbank, with a 1950 population of 78,577, is 11 miles north of downtown Los Angeles. It includes a major motion picture studio and growing aircraft and manufacturing industries, as well as a substantial residential area.

Census figures credit it with 768 retail firms, 69 wholesale firms, and 313 service establishments.

Santa Monica

Santa Monica, on the ocean north of Los Angeles, is known primarily as a residential beach resort and resort hotel city, but its 71,595 people are also busily engaged in a variety of manufacturing enterprises, including a major aircraft assembly plant, plus a variety of light manufacturing



METROPOLITAN AREA—The shaded portion on the above map is the city of Los Angeles. Also shown are seven cities with populations in excess of 50,000 that are part of the Los Angeles metropolitan area, as defined by the Census Bureau.

enterprises. In 1948 it had 1,129 retail firms, 64 wholesale firms, 438 selected service trades, plus 44 hotels and 59 amusement establishments.

Alhambra

Alhambra is a trading and manufacturing center six miles east of downtown Los Angeles, with a 1950 population of 51,359. At the latest census it had 40 wholesale firms and almost 100 manufacturing establishments within its boundaries. The latter included large machinery, oil field equipment, foundry and metal fabricating plants, as well as a variety of lighter industries.

South Gate

South Gate, which had a 1950 population of 51,116, is located ten miles south of downtown Los Angeles, in the heart of the heavy manufacturing district. The city itself is a fast-growing manufacturing, trade and service center, with the majority of its residents being industrial workers.

Fabricated metal products, machinery, furniture, glass, chemicals, automotive and aircraft equipment and plastics are among the products produced within its borders.

San Francisco-Oakland

Alameda, Contra Costa, San Francisco, San Mateo, Solano and Marin Counties, California

(For detailed figures on San Francisco-Oakland metropolitan area, see Page 76)

The San Francisco-Oakland metropolitan area, as defined by the U. S. Census Bureau, embraces the six central California counties which ring San Francisco Bay and San Pablo Bay—San Francisco County (identical with the city of San Francisco), between the Pacific Ocean and San Francisco Bay; San Mateo, directly south of San Francisco on the peninsula; Alameda County, containing Berkeley, Oakland and Alameda, on the eastern shore of San Francisco Bay; Contra Costa and Solano counties, to the north of Alameda County, and Marin County, across the Golden Gate from San Francisco.

The area is seventh among the eight metropolitan areas in the country with a population of over 2,000,000 in the 1950 census, and is remarkable for the fact that its population increased 53.3% during the ten years between 1940 and 1950. Only the Los Angeles metropolitan area, with a 1940-50 increase of 49.8%, approached this rate of growth among the country's eight largest markets.

■ Important elements in fusing the economy of these counties into a truly metropolitan area are the two remarkable bridge-building feats which were accomplished in

Here's the answer to YOUR media question
in the billion dollar Mountain-West market.

5 GREAT PERSONALITIES
present
7 GREAT SHOWS DAILY

all participating



James Taylor

Sunrise Salute
5:30 a.m. Daily

Housewives Protective League
4:45 p.m. Daily

The Rolfe Peterson Show
7:15 a.m. Daily



Rolfe Peterson

Farm Breakfast Roundup
6:30 a.m. Daily

Margaret Master's Kitchen
8:45 a.m. Daily



Margaret Masters

Friendly at the Hammond
2:05 p.m. Daily

Friendly Time
8 a.m. Daily



Von Orme



Leonard Friendly

ON THE MOST LISTENED TO
STATION IN SALT LAKE CITY



Hooperating, Feb. 1952

Represented by CBS Radio Spot Sales.

the 1930's—the Golden Gate Bridge, connecting San Francisco with Marin County to the north, across the famous entrance to San Francisco Bay, and the San Francisco-Oakland Bay Bridge, linking the two most important municipalities in the area across the waters of San Francisco Bay.

The six-county metropolitan area, of which San Francisco is the commercial, financial, social and cultural center, had a population, in 1950, of 2,214,659. Its manufacturing establishments added more than a billion dollars in manufacturing in 1947, and in 1948 wholesale trade totaled almost \$5 billion, and retail trade was \$2,366,000,000.

■ Geography and topography make the city of San Francisco quite different from the conventional picture of a California city, and one of the most unusual cities in the world. Situated at the tip of the peninsula, with water on three sides and no room for expansion, San Francisco is the direct opposite of the sprawling, scattered city which is so common in the West.

The 775,357 people who live in San Francisco are crowded into an irregular area roughly seven miles wide and seven miles long, for a total of 45 square miles. (By contrast, Los Angeles occupies slightly more than ten times this area.) They live in the most densely populated county in the state, and in one of the world's hilliest and most picturesque cities.

■ "The prevalence of apartment dwellings and multi-family flats in San Francisco is indicated by the fact that there are twice as many dwelling units as there are residential structures," says the "California Blue Book." It adds: "The average size of families is smaller than in adjoining suburban residential areas; there are larger numbers of single men and women; and a correspondingly larger percentage of the total population is gainfully employed."

The climate, too, makes San Francisco nearly unique among West Coast cities. Its fog, caused by sea breezes, is its distinguishing characteristic, appearing almost daily late in the afternoon, and usually dissipated by the morning sun. As a consequence, evenings are invariably chilly, and no San Franciscan would be without his topcoat and stout shoes. Temperatures generally are cool in summer (a temperature as high as 80 is rare) and generally warm in winter (temperature below 40 is unusual).

■ The city is an extremely cosmopolitan one, and has always been considered the business and financial center of the West Coast, as well as its most important port and leading foreign trade center. The state-owned Port of San Francisco includes 43 modern piers with 17½ miles of berthing space stretched along the Embarcadero, and facilities also include a 4½-acre foreign trade zone which facilitates imports and transshipments.

San Francisco is a city where the largest grocery chain has its headquarters in Oakland and a San Francisco grocery chain has no outlets within the city; where the "mama and papa" bakery and grocery store still flourishes and where the supermarket is the rare exception.

It is also a city with 14 daily newspapers, including Russian, Chinese, Italian, French and Japanese.

■ About 80% of the San Francisco-Oakland metropolitan area's wholesale trade is concentrated in the city of San Francisco, which in 1948 had 3,360 such establishments doing a business of slightly over \$4 billion. The city is espe-



BAY AREA—Richmond, Berkeley and Alameda all boast populations in excess of 50,000 and are located in the San Francisco-Oakland metropolitan area. San Jose, with a population of more than 95,000, is in Santa Clara County, a separate metropolitan area.

cially important as a center for manufacturers' sales branches and sales offices, with some 640 such establishments, doing the largest

volume on the Pacific Coast.

The city is also the leading retail trade center in its metropolitan area, doing 44% of all retail trade in the area in 1948. In certain lines, such as apparel, dry goods and department stores, it secures an even higher percentage of total area trade.

■ Across the bay is Alameda County, which goes back some 35 miles through rolling hills and valleys to the edge of the San Joaquin Valley. Along the bay itself an alluvial strip, ranging in width from three to eight miles, contains the cities of Albany, Berkeley, Emeryville, Piedmont, Oakland, Alameda, San Leandro and Hayward, in an almost unbroken chain of factories, waterfront industries, commercial trading centers and residential areas. These residential areas extend back to the peaks of the Berkeley and San Leandro hills, to elevations as high as 1,900 feet. Eastward beyond the hills is the Livermore Valley agricultural region,

where cut flowers and nursery stock are the most important products.

■ Approximately in the middle of this coastal plain is the city of Oakland, county seat and the third largest city in California, with a 1950 population of 384,575. It is the rail head for all transcontinental railroads in the area, has well-developed port facilities, and is an extremely important manufacturing center. Although it is by no means as densely populated and as crowded for space as is San Francisco, expansion in the past decade or two has prevented any sensational industrial growth within the city.

In fact, the entire area, much like similar densely populated areas in other sections of the country, is experiencing its principal growth on the perimeters of the established cities, rather than within them.

Other cities within the San Francisco-Oakland metropolitan area which have populations of

more than 50,000 within their corporate borders are Berkeley and Alameda—previously mentioned as part of the complex of cities stretching along the bay coast in Alameda County—and Richmond, north of these cities in Contra Costa County.

Berkeley

Berkeley surrounds the campus of the state university, and is primarily a cultural and residential

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area. It had a population of 113,805 in 1950, and has spread across the coastal plain and high into the neighboring hills.

It has not been able to escape the increasing industrialization of the area, however, particularly in a belt of land along its waterfront, where factories and processing plants have been established in considerable numbers.

Richmond

Enormous shipyards were constructed in the Richmond area during World War II, with the result that the population of Contra Costa County increased 175% in a three-year period. During the peak of their operation, about 87,000 people were employed in these shipyards. Despite the fact that this number fell sharply after the war, most of the new residents stayed and found other employment. Now, the employment curve is again on the upgrade.

The population of Richmond more than quadrupled in the 1940-1950 decade, and was 99,545 in

1950. Retail sales in the city increased from \$9,498,000 in 1939 to \$70,110,000 in 1948.

Alameda

Alameda, which had a 1950 population of 64,430, is another of the bay region cities which cannot grow spectacularly because of physical limitations.

It is located on a low, sandy island about a mile wide and five and a half miles long, across a narrow estuary from that portion of the mainland occupied by Oakland, with which city it is connected by four bridges and a subway tube. In addition, more than a third of the island is occupied by federal establishments.

Nevertheless, industry has boomed here, too. One indication is that value added by manufacture rose from \$2,798,000 in 1939 to \$31,484,000 in 1947.

Seattle

King County, Washington
Largest city in the Pacific Northwest, Seattle is the financial, dis-

tribution, and service center for a wide area, stretching from the Pacific Northwest states northward into Alaska.

Seattle owes its importance first to its location as an ocean port at the terminus of three transcontinental railroads. Its harbor on Puget Sound is one of the finest on the Coast. It is the nearest major port to the Orient, a fact of increasing importance as trade resumes with peoples on the western periphery of the Pacific Ocean.

From this location also stems Seattle's importance as the wholesale and supply center for Alaska. Indeed, it was the gold rush in Alaska just before the turn of the century that brought Seattle its first really big boom. In the last half-dozen years, however, Portland has been making a strong bid for the Alaskan business, on behalf of its wholesalers and manufacturers. Establishment of direct water and air transportation to Alaska from Portland has enabled the Oregon city to bite off a good

chunk of Alaskan business.

In earlier years, Seattle was an important center in the sawmill industry. But gradually, as the more accessible timber has been cut off, mills have moved. The major migration has been to southern Oregon, and Oregon has replaced Washington as the No. 1 lumber-producing state, though production in Washington is still large. Nevertheless, total employment in King County (metropolitan Seattle) in logging and lumbering currently is only 10% of all manufacturing employment here.

■ Indicative of the growth of new industries and the diversification that reflects the maturing of the region, fabrication of metals and machinery has grown to rank as large as logging and lumbering in King County, and food processing and manufacturing ranks larger than either the lumber or metal industries.

The largest single industry in

the Seattle area is Boeing Airplane Co., now employing nearly 32,000, a bit over 40% of all manufacturing employment in the area. Boeing employment includes more than 4,000 graduate engineers and scientists in this company's extraordinary engineering department.

■ But manufacturing is not the major activity in Seattle. Wholesale and retail trade, finance and insurance, for example, are larger by 15% than manufacturing, in terms of number of employees. This employment is relatively steady, representing in good part service to outlying areas—for some firms, just the Puget Sound area; for other firms, areas reaching out to Idaho and western Montana.

The climate, like that of all Puget Sound cities, is mild, both in summer and winter, tempered by movement of air off the Pacific Ocean. Tourists provide an important chunk of business in the summer.

Population of the Seattle metropolitan area, as defined by the Census Bureau (embracing King County) was 732,992 in 1950. Number of households was 236,262. Total retail sales for 1948 were \$753,744,000, including the following: food stores, \$167,605,000; drugs and proprietaries, \$23,447,000; general merchandise, apparel, etc., \$190,788,000; furniture, furnishings, appliances, \$36,231,000; automotive group, \$106,498,000; service stations, \$36,854,000; lumber, building and hardware, \$37,733,000.

■ For Seattle itself, 1950 population was 467,591, with 154,511 households. (A state estimate as of April, 1952, put Seattle population at 477,000.) Total 1948 retail sales were \$613,665,000, including the following: food stores, \$118,170,000; drugs and proprietaries, \$18,584,000; general merchandise, \$180,974,000; furniture, etc., \$31,187,000; automotive, \$90,215,000; service stations, \$26,006,000; lumber, building and hardware, \$25,881,000.

King County had 1,896 wholesale outlets in 1948, and they accounted for sales of \$1,486,413,000. Service sales during the same year through 3,294 outlets totaled \$57,634,000. The area had 1,465 manufacturing establishments in 1949, employing 63,997 people.

Portland

Clackamas, Multnomah and Washington Counties, Oregon, and Clark County, Washington

Portland is the commercial and industrial capital of Oregon, and it is the distribution and financial center for an even wider area.

Like Seattle, its major rival, Portland is a seaport and rail terminal. Portland in recent years has grown in importance as distributing point for the Pacific Northwest. Its location on the Columbia River makes it the logical point for handling river trade, notably the down-river movement of grain from Inland Empire farms of Oregon and Washington, moving across the Pacific Ocean. Last year, for example, Portland set a new record in the volume of grain exported.

Portland also is in position to reach well into southern Washington state with distribution of merchandise. For example, goods shipped in car-lot from California manufacturers can be warehoused in Portland and then trucked to retail outlets north about as far as Olympia, Wash., on the southern tip of Puget Sound, before meeting competition of similar California merchandise moving south from Seattle warehouses.

■ This competitive advantage is now being pushed hard by Port-



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land, recognizing the fact that Portland is nearer the geographical center of the Pacific Northwest than Seattle or Tacoma. This fact has contributed, for example, to the establishment here of such branch manufacturing operations recently as the plant of American Can Co. turning out fibre milk containers for the Pacific Northwest, and W. J. Voit Rubber Corp. of Los Angeles in opening a manufacturing plant producing camelback and tire repair materials, to cite two recent examples.

Shipbuilding facilities are important at Portland, but since the end of World War II, the only important work for Pacific Northwest shipyards has been repair business and the manufacture of small wooden vessels for the Navy's minesweeper program.

One of the unusual manufacturing industries in Portland is electronics. Principal firms in this field now employ better than 800 and have a payroll of \$2,500,000 a year. Paper, lumber products (plywood and doors notably), furniture and machinery are among manufactured products. Portland is the home of White Stag and Jantzen apparel.

Much more so than in Seattle, Portland business men recognize the importance of hinterland agriculture to the city as a distribution and financial center. The Portland Chamber of Commerce for several years has sponsored a "grass is gold" program to help build up the capacity of cattle ranges in the area, not only in the moist belt of western Oregon, but also in the dry-land farming of the interior of both Oregon and Washington.

■ Employment in Oregon manufacturing reached an all-time high in August, 1952. So did wages, and the state average is well above the national average. Average weekly earnings in all manufacturing in Oregon in August, 1952, were \$82.29. Logging and sawmills returned the largest pay for any group of factories, with an average weekly earning of \$91.53. The only higher item was contract construction at \$97.07. For all manufacturing the average hourly earnings were \$2.02 in August, up 11¢ from a year ago.

As with other cities west of the Cascades, the climate is mild summer and winter. Tourist travel is an important industry for the city and the state.

The Portland metropolitan area is defined by the Census Bureau as embracing Clackamas, Multnomah and Washington Counties, Ore., and Clark County, Wash. In 1950 the population of this area was 704,829, with 228,975 households. Total retail sales in 1948 were \$772,318,000, including the following: food stores, \$172,314,000; drugs and proprietaries, \$17,712,000; general merchandise, apparel, etc., \$186,323,000; furniture, furnishings and appliances, \$37,671,000; automotive group,

\$130,520,000; service stations, \$35,794,000; lumber, building and hardware, \$52,126,000.

For the city of Portland 1950 population was 373,628, embracing 126,624 households. Retail sales for 1948 were \$574,822,000, including the following: food stores, \$111,121,000; drugs and proprietaries, \$12,158,000; general merchandise, \$169,877,000; furniture, appliances, \$30,387,000; automotive, \$98,278,000; service stations, \$21,665,000; lumber, building and hardware, \$29,292,000.

Wholesale sales in 1948 in Portland's four-county metropolitan area totaled \$1,425,289,000, made through 1,392 wholesale outlets. Service sales in the same area during '48, through 2,979 outlets, were \$58,328,000.

Denver

Adams, Arapahoe, Denver and Jefferson Counties, Colorado
Denver is the capital of Colorado and the dominant city in a vast, although relatively sparsely

settled area, extending approximately 500 miles in all directions, within which there is no other major city.

Located at the western extremity of the great plains, and at the foot of the Rocky Mountains, the city is the administrative, financial, commercial and industrial metropolis of the mountain states. Settled at an altitude of approximately 5,200 feet, the city originally gained considerable attention as a health resort, because of its low humidity and high per-

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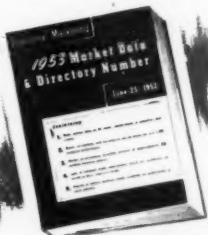
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centage of sunshine. It is far more important now, however, as a tourist center and point-of-passage for the burgeoning mountain tourist business.

■ The city is an important manufacturing city in its own right, and in addition is the administrative center for the area's important metal mining, coal, beet sugar and other industries. Its stockyards are extremely important, it is the distributing center for the automobile industry in the mountain states, and it is an important insurance center.

In addition, Denver houses ten departments of the federal government, represented by approximately 225 bureaus and commissions—more than in any other city outside Washington, D. C. One of the three federal coinage mints is located there.

■ Distance from the manufacturing centers of the East forced Denver to develop industries to supply the needs of mining and frontier

population for wagons and harnesses, mining machinery, meat, flour and other necessities. On this foundation, utilizing the raw materials in its vicinity, the manufactures of the city grew. And the necessity for supplying all needs of the pioneering population probably helps explain why Denver's manufacturing is highly diversified, rather than concentrated in any particular line.

The city's leading industry still is slaughtering and meat packing. Receipts at the huge Denver stockyards in 1949 included 961,689 cattle and calves, 432,000 hogs, and 1,858,000 sheep—the most important sheep market in the world. Other leading manufactures include mining machinery, sugar mill equipment, rubber goods, luggage, and confectionery.

■ The Denver metropolitan area, as defined by the U. S. Census, embraces Denver County (which is identical with the city), Adams and Arapahoe Counties to the east, north and south, and Jefferson County to the west. Total population of these four counties in 1950 was 563,832, embracing 171,963 households. Total retail sales in 1948 were \$594,701,000, including the following: food stores, \$118,323,000; drugs and proprietaries, \$26,621,000; general merchandise, apparel, etc., \$159,447,000; furniture, furnishings and appliances, \$29,205,000; automotive group, \$99,828,000; service stations, \$27,848,000; lumber, building and hardware, \$38,377,000.

■ For the city itself, 1950 population was 415,786, comprising 130,143 households, and total retail sales in 1948 were \$510,219,000. The breakdown of these sales included: food stores, \$93,903,000; drugs and proprietaries, \$22,717,000; general merchandise, \$154,289,000; furniture, furnishings and appliances, \$26,299,000; automotive, \$83,328,000; service stations, \$20,544,000; lumber, building and hardware, \$2,939,000.

There are 1,366 wholesale outlets in the four-county Denver metropolitan area, and their sales in 1948 totaled \$1,256,706,000, according to Census figures. Service outlets in the area numbered 2,488 during the same year, and recorded sales of \$43,562,000. In 1949 the area boasted 996 manufacturing establishments employing 33,756 people.

The San Francisco-Oakland Metropolitan Area

Alameda, Contra Costa, San Francisco, San Mateo, Solano and Marin Counties, California

(Includes Details for Cities of 50,000 or More)

	Total Area	City of San Francisco	City of Oakland	City of Berkeley	City of Richmond	City of Alameda
Population (1950)	2,240,767	775,357	384,575	113,805	99,545	64,430
Households (1950)	707,389	259,162	128,832	36,475	28,432	20,243
Civilian Income* (1950)	\$4,572,518	—	—	—	—	—
Total Retail Sales* (1948)	\$2,366,588	\$1,033,188	\$548,380	\$103,099	\$71,194	\$ 39,214
Total Retail Sales* (1950)	2,709,246	—	—	—	—	—
Food Store Sales* (1948)	589,575	215,970	115,769	32,522	25,406	15,434
Food Store Sales* (1950)	698,889	—	—	—	—	—
General Merchandise, Apparel, Etc. Sales* (1948)	518,450	266,957	159,848	17,334	10,069	3,111
Furniture, Furnishings, Appliance Sales* (1948)	161,601	76,604	43,851	5,497	5,022	2,188
Automotive Sales* (1948)	331,851	133,733	76,439	15,234	12,356	8,112
Service Station Sales* (1948)	101,043	32,259	19,820	6,423	3,677	2,103
Lumber, Building, Hardware Sales* (1948)	117,831	30,194	26,569	4,515	2,546	812
Drug Store Sales* (1948)	73,031	31,569	15,826	4,700	1,970	2,563
Assessed Valuation* (1949-50)	2,211,714	1,050,830	372,560	100,545	74,067	38,736
Total Wholesale Sales* (1948)	5,006,634	—	639,070	52,709	42,471	639,070
Total Service Sales* (1948)	207,089	116,423	44,981	8,208	4,063	44,981

*These figures are in thousands of dollars.

Civilian income, total retail sales and food store sales for 1950 are estimates of California State Chamber of Commerce. All others are U. S. Census.

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San Diego

San Diego County, California

San Diego, 125 miles south of Los Angeles and about 15 miles from the Mexican border, grew spectacularly during and after World War II, and is continuing its expansion, largely because of the Korean War. The city's population increased more than 64% between 1940 and 1950, and the county of San Diego grew even more spectacularly, almost doubling its population in the ten-year period.

Because it is one of the great military bases of the nation, San Diego's economy is geared, to a large degree, to international developments as they affect the armed forces. Not only are large numbers of military personnel, principally Navy and Marines, trained and based there, but a considerable segment of its industrial force is devoted to aircraft manufacture and sub-assembly.

■ San Diego aircraft plants had a backlog of orders as of August, 1952, of \$1,174,500,000, with aircraft plant employment totaling

39,000, as against 25,000 a year before. New military construction and improvements in the area during 1952 total almost \$58,000,000.

While the area's business is pretty definitely geared to military conditions—principally men and planes—growth of these factors has in turn induced large expansion of trade, and introduction of non-military manufacturing, such as redwood patio furniture, wooden boxes and shipping crates, upholstered furniture, machine tools, building materials, dairy equipment, etc. Some 19,000 family dwelling units are reported to have been constructed or converted in the city since January, 1950.

■ The 1950 census reported a population of 556,808 in San Diego County, which the Census Bureau defines as the San Diego metropolitan area, but the California State Chamber of Commerce estimated the county's population at 626,965 as of Jan. 1 of this year, and the San Diego County Registrar of Voters currently estimates the figure at 688,000. For the city of San Diego, the 1950 census showed a population of 334,387 in

1950, composed of 104,508 households, but a special federal census taken March 17, 1952, showed the city's population as 434,924.

Civilian incomes in the county were estimated by the State Chamber of Commerce at \$701,239,000 in 1950. This excludes the county's sizable share of the \$294,000,000 in payments to military personnel stationed in the state.

■ As of June 1, 1952, it is estimated there were 210,600 employed in the county, with 56,900 in manufacturing, 45,300 in retail and wholesale trade, 37,500 in service industries, 27,900 in public administration, and 12,950 in construction.

Total retail sales for San Diego County were reported in the 1948 census as \$507,440,000, and the State Chamber of Commerce estimates the same figure for 1950 at \$597,734,000. The 1948 census figures show sales of \$122,016,000 in food stores; \$17,804,000 in drug stores; \$88,344,000 for general merchandise, apparel, etc.; \$34,885,000 for furniture, furnishings and appliances; \$83,988,000 for the automotive group; \$25,563,000 for service stations; \$46,219,000 for lum-

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For the city of San Diego, the city treasurer estimates 1951 retail sales at \$455,067,800, while 1948 census figures show total retail sales of \$367,780,000, including food stores, \$77,512,000; drugs, \$12,975,000; general merchandise, \$77,738,000; furniture and appliances, \$27,730,000; automotive, \$65,726,000; service stations, \$18,382,000; lumber, building and hardware, \$26,203,000.

Wholesale sales in San Diego County in 1948, through 515 wholesale outlets, totaled \$259,928,000. Service sales in the same year, handled by 2,223 outlets, were \$33,054,000.

Phoenix

Maricopa County, Arizona

Located on the Salt River in a vast, saucer-like valley surrounded by mountains, and having a mild, dry and clear climate, Phoenix has become an important health and pleasure resort, with tourists in 1949 spending some \$60,000,000 in Maricopa County.

Apparently many of the tourists liked Phoenix well enough to take up permanent residence—the population has grown by leaps and bounds, from 65,414 in 1940 to 105,442 in 1950.

Geographically, Phoenix is midway between El Paso and Los Angeles, and its altitude is 1,100 feet. It is a fertile area, thanks to irrigation made possible by nearby Roosevelt Dam (70 miles northeast). Leading crops are cotton (principally a long-staple variety), alfalfa, lettuce, cantaloupe, grapes, citrus fruits, olives, apricots and other fruits and vegetables.

■ The area also contains many date palms, pepper and eucalyptus trees and saguaro cactus.

The Phoenix metropolitan area, defined by the Census Bureau as embracing Maricopa County, had a 1950 population of 331,770, with 96,497 households. Total retail sales in 1948 were \$311,336,000, including the following: food stores, \$64,014,000; drugs and proprietaries, \$12,266,000; general merchandise, apparel, etc., \$54,420,000; furniture, furnishings and appliances, \$20,829,000; automotive group, \$51,915,000; service stations, \$17,475,000; lumber, building and hardware, \$34,248,000.

■ For Phoenix itself, 1950 population was 106,818, with 34,250 households. Total retail sales for 1948 were \$209,171,000, including the following: food stores, \$31,625,000; drugs, \$7,820,000; general merchandise, \$47,665,000; furniture, appliances, \$16,895,000; automotive, \$38,055,000; service stations, \$7,678,000; lumber, building and hardware, \$23,752.

There were 465 wholesale outlets in Maricopa County in 1948, and they had sales of \$302,978,000. Service outlets in the same year numbered 1,179 and they racked up sales of \$19,126,000. The county had 372 manufacturing establishments in 1949, employing 8,710 people.

San Jose

Santa Clara County, California
San Jose, located 50 miles southeast of San Francisco, is in a broad level plain about 15 miles wide which rises from sea level to about 400 feet. On the east is the Diablo Range, which averages between 1,200 and 2,400 feet in altitude. On the west lie the Santa Cruz Mountains of the Coast Range.

Almost 90% of the land in Santa Clara County is devoted to farming, and prunes, apricots, pears, cherries and walnuts are the leading crops, although truck gardening, dairy and poultry products also are important to the economy of the area.

In 1943, San Jose launched a

campaign to attract new industry. Since that time, more than 100 new plants have come into the area, and the former industrial base of canneries and wineries is now diversified.

■ The metropolitan area of San Jose, embracing Santa Clara County, had a 1950 population of 290,547, with 85,436 households. Total retail sales in the county in 1948 were \$279,967,000, divided as follows: food stores, \$65,901,000; drugs and proprietaries, \$9,425,000; general merchandise, apparel, etc., \$55,280,000; furniture, furnishings and appliances, \$13,234,000; automotive group, \$34,855,000; service stations, \$18,968,000; lumber, building and hardware, \$25,637,000. The California State Chamber of Commerce estimates that by 1950, total retail sales had risen to \$334,865,000. For that year food store sales are estimated at

\$83,754,000, and general merchandise sales (excluding specialty apparel stores which are included above) at \$36,496,000.

San Jose itself had 95,280 residents in 1950, and 29,751 households. In 1948 total retail sales in the city were \$147,734,000, divided as follows: food stores, \$30,442,000; drug and proprietaries, \$5,273,000; general merchandise, \$39,839,000; furniture, furnishings and appliances, \$10,362,000; automotive, \$22,403,000; service stations, \$5,928,000; lumber, building and hardware, \$10,273,000.

■ Individual income of civilian residents of the county is put at \$433,668,000 for 1950, an increase of 13.5% over 1949. The estimate is by the California State Chamber of Commerce, which also reports the assessed valuation of property in the county for 1949-50 at \$326,332,000, of which \$108,772,000 was

in San Jose.

The U. S. Census of Business for 1948 puts wholesale sales for Santa Clara County's 269 wholesale outlets at \$117,306,000 and service sales through 1,045 outlets for the same year at \$17,270,000. In 1949 the county had 463 manufacturing establishments employing 16,349 people.

San Bernardino

San Bernardino County, California

San Bernardino is about 70 miles almost due east (and across the coast range) from Los Angeles, in the southwest corner of the county by the same name—the largest county in area in the U. S.

Some 92% of the county's area is desert, but the southwest corner is part of the fertile valley and foothill citrus region which extends westward to the outskirts of Los Angeles. This area produces

enough agricultural sales to rank the county 22nd in the nation in this respect in 1949.

■ Largest single manufacturing enterprise is the Kaiser steel mill at Fontana, and this, plus a large steel and iron foundry in San Bernardino, plus four smaller foundries, makes primary metal industries the most important manufacturing operation in the county. Chemical and allied manufacturing is second, food products third.

Population of the county, which the Census Bureau defines as the San Bernardino metropolitan area, in 1950 was 281,642, embracing 85,945 households. Total retail sales in 1948 were \$246,338,000, including food stores, \$64,699,000; drug stores, \$8,458,000; general merchandise, apparel, etc., \$35,288,000; furniture, furnishings and appliances, \$13,234,000; automo-

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Five Quick Facts About The Vital Tacoma Market

The Tacoma market area has a population of 395,082 persons. It contains 30.5% of the families in the Lower Puget Sound region.

The Tacoma market area has 4,166 retail stores which do 29.2% of the total retail business in the Lower Puget Sound region.

The Tacoma market area has 1,038 food stores which do 33.6% of the total food business in the Lower Puget Sound region.

The Tacoma market area has 121 drug stores which do 26.5% of the total drug business in the Lower Puget Sound region.

The Tacoma market area has 270 automotive establishments. The area accounts for 34.4% of the total automotive sales in the Lower Puget Sound region.

Statistics estimated by the Research Department of Sawyer-Ferguson-Walker Co. from 1950 population and 1948 retail sales census. "Lower Puget Sound region" is the combined Tacoma-Seattle market areas. Market areas conform to A.B.C. city and retail trading zone boundaries.

tive, \$34,855,000; service stations \$18,968,000; lumber, building and hardware, \$25,637,000. By 1950, according to the state chamber of commerce, total retail sales had risen to \$280,279,000, of which \$77,126,000 was in food stores.

■ The city of San Bernardino had 63,058 inhabitants in 1950, embracing 20,232 households. Total retail sales in 1948 were \$98,907,000, including food stores, \$20,426,000; drugs, \$3,673,000; general merchandise, \$23,023,000; furniture and appliances, \$6,631,000; automotive, \$18,576,000; service stations, \$5,348,000; lumber, building and hardware, \$7,503,000.

Individual income of civilian residents of the county was \$320,790,000 in 1950, up 12% from 1949, according to the California State Chamber of Commerce. The same source reports that 1949-50 assessed valuation of property in the county was \$269,439,000, of which \$50,890,000 was in the city of San Bernardino.

Wholesale sales through the county's 306 wholesale outlets in 1948 totaled \$142,308,000. Service sales in the same year, through 1,027 outlets, were \$13,719,000. San Bernardino County had 293 manufacturing establishments employing 12,358 people in 1949.

Sacramento

Sacramento County, California

Sacramento, capital of California, is 90 miles northeast of San Francisco, in a warm, alluvial valley which stretches from Redding in the north to Bakersfield in the south. It is the wholesale, finance, shipping and service center for its trade area, as well as a center of state government offices.

Almost 18% of California's processed fruits and vegetables come from Sacramento, where the world's largest rice mill, fruit processing plant, and almond processing plant are located. The economy of the metropolitan area is largely based on raw material pro-

duction in the food field, as well as lumber and wood manufacturing, printing and publishing, fabricated metals, and a considerable variety of other manufacturing.

Sacramento is also an important point for distribution and warehousing, as well as the site of three military installations and of the second largest shops maintained by the Southern Pacific.

■ Of major importance to further development may be the federally approved plans for a Sacramento deep water port, as well as the added impetus to be provided by the Central Valley power and water project embracing Shasta Dam, already completed, and Folsom Dam, now under construction 25 miles from the city.

The metropolitan area of Sacramento (embracing Sacramento County) had a 1950 population of 277,140, embracing 82,779 households. Total retail sales in the county were \$297,303,000 in 1948, including food stores, \$69,913,000;

drug stores, \$10,677,000; general merchandise, apparel, etc., \$59,125,000; furniture, furnishings and appliances, \$22,734,000; automotive, \$47,816,000; service stations, \$13,785,000; lumber, building and hardware, \$22,397,000.

The California State Chamber of Commerce estimates that by 1950, total retail sales in the county had risen substantially, to \$354,574,000. For that year food store sales were estimated at \$89,708,000.

■ Sacramento itself had 137,572 residents in 1950, embracing 43,385 households. Total retail sales in 1948 were \$236,730,000, including food stores, \$45,751,000; drug stores, \$9,124,000; general merchandise and apparel, \$55,964,000; furniture, furnishings and appliances, \$20,003,000; automotive, \$41,646,000; service stations, \$9,465,000; lumber, building and hardware, \$13,686,000.

Individual income of civilian residents of the county is put at

\$478,239,000 for 1950 by the State Chamber of Commerce—an increase of 11.7% from 1949. The same source reports the assessed valuation of property in the county at \$257,585,000 for 1949-50, of which \$145,964,000 was in the city of Sacramento.

Sacramento County had 391 wholesale outlets in 1948 and they accounted for sales of \$284,790,000. Service sales in the same year through 1,150 outlets totaled \$19,021,000. In 1949 the county's 279 manufacturing establishments employed 6,570 people.

Fresno

Fresno County, California

Located 120 miles south of Stockton in the hot, dry San Joaquin Valley, 185 miles southeast of San Francisco and 220 miles north of Los Angeles, Fresno is the largest market between the two major cities of California.

Essentially, its importance as a market rests upon the fact that it is the seat of the nation's second ranking county in value of agricultural production, according to the Census Bureau. In 1949, says the bureau, the dollar volume of agricultural product sales in Fresno County was \$144,000,000—a total exceeded only by Los Angeles County, where the figure was \$156,900,000.

■ The city is the wine and raisin center of America, and a variety of other fruits and nuts—and their processing, packing and shipping—contribute substantially to its importance as a market. Cotton is also an important crop in the area. Other industries include lumber and its basic products, production of agricultural implements, petroleum, and a considerable variety of other products. A recent addition to the area's industrial life is marked by the taking over of Hammer Field for maintenance shops for jet planes, by North American Aviation.

In 1950, population of the Fresno metropolitan area, which the Census Bureau defines as Fresno County, was 276,515, comprising 80,375 households. Total retail sales in the county in 1948 were \$285,519,000, including food stores, \$66,176,000; drug stores, \$8,442,000; general merchandise and apparel \$47,375,000; furniture, furnishings and appliances, \$16,295,000; automotive, \$45,991,000; service stations, \$15,434,000; lumber, building and hardware, \$37,831,000. The California State Chamber of Commerce estimates that by 1950, retail sales in the county had risen to \$331,366,000, of which food store sales were \$79,508,000.

■ The city of Fresno had 1950 population of 91,669, and 28,640 households. Its total retail sales in 1948 were \$185,945,000, including food store sales of \$32,066,000; drugs, \$6,609,000; general merchandise, \$40,331,000; furniture and appliances, \$12,328,000; automotive, \$31,385,000; service stations, \$8,009,000; lumber, building and hardware, \$24,628,000.

According to the California State Chamber of Commerce, income of civilian residents of the county in 1950 was \$421,507,000, an increase of 17.4% over the previous year. The same source puts assessed valuation of property in the county for 1949-50 at \$516,670,000, of which \$96,359,000 was in the city of Fresno.

Wholesale sales in the county during 1948 totaled \$288,068,000, and were made through 524 wholesale outlets. Service sales in the same year through 1,111 outlets were \$17,877,000. Fresno County had 356 manufacturing establishments in 1949 and they employed 7,609 people.

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Tacoma

Pierce County, Washington

Third largest city in the state of Washington, Tacoma is in transition to a new and broader economic base. Originally it was considered the lumber capital of the nation, producing heavily of lumber and doors. The gradual shift of the center of the lumber industry into southern Oregon resulted in the closing of some lumber and plywood mills.

To offset this, Tacoma went after new industry, and now it is gaining recognition as the chemical center for the Pacific Northwest.

While lumber, plywood and doors still are the No. 1 industry of the city, production of chemicals and metals has grown in importance, providing diversification and stability, as well as new payrolls. Small-boat building is important also, and has been stimulated by war contracts for wooden mine sweepers.

■ Hooker Electrochemical and Pennsylvania Salt Mfg. Co. are two of the major chemical producers. Kaiser has an aluminum smelter here. Tacoma Powdered Metals and Ohio Ferro-Alloys are others in related fields. Hooker recently put into operation a plant making ammonia using by-product hydrogen, the first ammonia plant in the Pacific Northwest.

Tacoma is situated some 30 miles south of Seattle on a deep-water harbor in Puget Sound served by four transcontinental lines. Its tideflats offer the finest industrial sites of any major northwest city.

The city is also a trading center for a wide area, and is a processing center for frozen and canned fruits and vegetables of nearby rich valley bottoms. Rebuilding of the Tacoma Narrows suspension bridge across Puget Sound makes Tacoma the gateway to much of the Olympic Peninsula that lies to the west. It is the nearest major city to Mount Rainier, and tourists are an important aspect of business life.

Tacoma also is at the edge of Fort Lewis, the Army's tremendous base, which brings a substantial volume of money into the city.

■ The Tacoma metropolitan area, which the Census Bureau defines as embracing Pierce County, had 275,876 population in 1950, with 79,015 households. Retail sales in the county in 1948 totaled \$218,285,000, including the following: food stores, \$53,285,000; drug stores, \$6,393,000; general merchandise, apparel, etc., \$38,056,000; furniture, furnishings and appliances, \$11,585,000; automotive group, \$39,021,000; service stations, \$11,348,000; lumber, building and hardware, \$12,328,000.

For the city of Tacoma, 1950 population was 143,673, with 48,116 households. (The state population estimate for April 1, 1952, gave Tacoma 145,000.) Total 1948 retail sales were \$171,114,000, including the following: food stores, \$34,947,000; drugs, \$5,089,000; general merchandise, \$34,274,000; furniture, appliances, \$10,340,000; automotive, \$34,273,000; service stations, \$7,365,000; lumber, building and hardware, \$8,454,000.

Wholesale sales through the 309 wholesale outlets located in Pierce County in 1948 were \$222,038,000. The county's 962 service outlets had sales of \$15,855,000 during the same year. In 1949 there were 426 manufacturing establishments in the area employing 16,275 people.

Salt Lake City

Salt Lake County, Utah

Salt Lake City is probably the only major city in the country which was deliberately laid out in what seemed an almost inaccessible

spot, designed to provide "privacy" rather than to tap a natural trade route.

The city's site was chosen in 1847 by Brigham Young, head of the Church of Jesus Christ of the Latter Day Saints (Mormons), after he had led his small colony of followers from the Middle West, as a place in which the band might settle in peace. Located on the Jordan River about ten miles east of the Great Salt Lake, at the foot of the Wasatch Mountains, the city is almost surrounded by mountain peaks, some of which rise as high as 12,000 feet. The city itself, with an area of 52½ square miles, is relatively flat, lying at an altitude of 4,255 feet.

■ Salt Lake City is remarkable also, because it is one of the few cities in the world which was carefully planned and laid out in advance of its growth and development. It has grown to its present size largely as a result of the early settlers' industry and initiative in developing irrigation and in-

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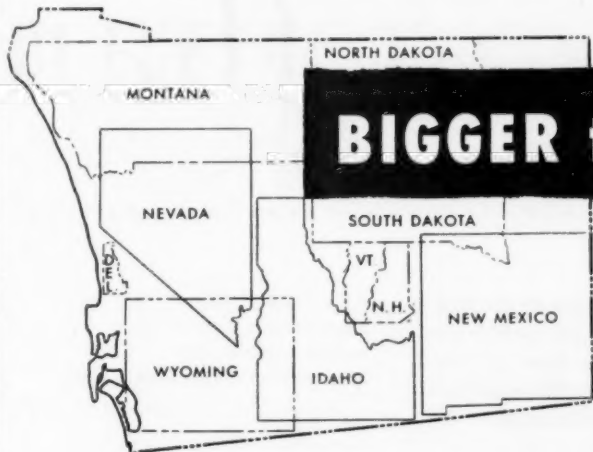
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dustry in the area. Development of the West and growth of traffic almost made Salt Lake City an important point in transcontinental travel, since the city is about 400 miles from Denver, and about 600 miles from Los Angeles, San Francisco and Spokane.

Members of the Mormon faith are still an extremely important element in the city's population, but are probably now a minority. The Mormon church is also the largest single factor in the city's economic life, operating numerous enterprises, but since World War I the city's manufacturing and commercial facilities have expanded rapidly, with more than 100 national companies establishing branch factories or distributing offices there to supply the 500,000 square miles which constitute the city's natural trading territory.

Among leading industries are slaughtering and meat packing, printing and publishing, oil refining, smelting of silver, lead and copper, and manufacture of beet sugar, candy, flour and radio equipment.

■ In 1950, the metropolitan area of Salt Lake, embracing the county of the same name, as defined by the U. S. Census Bureau, contained 274,895 people, comprising 182,121 households. In 1948, total retail sales in the county were \$267,573,000, with the following sub-totals: food stores, \$55,930,000; drugs and proprietaries, \$8,848,000; general merchandise, apparel, etc., \$70,008,000; furniture, furnishings and appliances, \$19,494,000; automotive group, \$38,705,000; service stations, \$14,115,000; lumber, building and hardware, \$15,236,000.

In Salt Lake City itself, 1950 population was 182,121, comprising 54,355 households, and in 1948 total retail sales were \$218,642,000, broken down as follows: food stores, \$40,685,000; general merchandise, \$65,622,000; furniture, furnishings and appliances, \$17,973,000; automotive, \$32,287,000; service stations, \$9,680,000; lumber, building and hardware, \$7,648,000.

Wholesale sales for the 710 wholesale outlets in Salt Lake County in 1948 were \$505,265,000, according to the Census of Business. Service sales through 1,110 outlets during the same year were \$18,655,000. There were 416 manufacturing establishments in the county in 1949, employing 12,486 people.

Spokane

Spokane County, Washington

Spokane, like a number of other western metropolitan centers, is in the heart of a vast area containing no other major cities, thus making the city a hub for some 36 counties in portions of four states which have been designated as the "Inland Empire."

The city is located at the falls of the Spokane River, 50 miles from its mouth in the Columbia River, in eastern Washington. It is 310 miles by rail east of Seattle, 339 miles from Tacoma and 368 from Portland, and 895 miles northwest of Salt Lake City, with mountain ranges cutting it off from other major cities on three sides, and the Canadian border completing the process on the north.

■ In this Inland Empire are produced the wheat, cattle, and apples—among major crops—that make Washington state important as an agricultural center. In this area also is produced pine lumber, cut on the higher lands above the farming region. In the area also are the largest zinc producing mines of the country, centered at Coeur d'Alene in northern Idaho just to the east of Spokane, and to the north of Spokane near the Canadian border. Lead and

some silver is produced along with zinc.

The climate of the Inland Empire is completely distinct from that of Puget Sound in Washington and the Willamette Valley south of Portland, Ore. For the high ridge of the Cascade Mountains wring the water from ocean winds, making for a dry, sparkling climate in the interior—warm in summer, colder in winter, but generally with much more sunshine during the winter than the

coastal regions have.

Lumbering, mining, agriculture and livestock are all important aspects of the area's economy, and great impetus was given to the territory's industrial progress by the construction of Grand Coulee Dam on the Columbia River, which went into operation in 1941 and now has a capacity of some 2,646,000 horsepower. The dam originally was designed to furnish water for the reclamation of 1,200,000 acres of arid but fertile land in

the Columbia Basin project, but its completion at the beginning of World War II made its function as a source of power to newly-needed war industries even more important.

One result was the emergence of the area as an important producer of aluminum and magnesium, as well as the attraction of numerous other forms of industry.

■ Population of Spokane County, which the Census Bureau defines

as the Spokane metropolitan area, was 221,561 in 1950, with 69,030 households. Total retail sales in the county in 1948 were \$223,147,000, including the following: food stores, \$43,995,000; drugs, \$6,960,000; general merchandise, apparel, etc., \$51,202,000; furniture, furnishings and appliances, \$10,286,000; automotive group, \$40,972,000; service stations, \$10,937,000; lumber, building and hardware, \$18,361,000.

The city itself had 161,721 pop-

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ulation in 1950, with 53,009 households. Total retail sales in 1948 were \$198,014,000, including the following: food stores, \$36,905,000; drugs, \$6,336,000; general merchandise, \$50,424,000; furniture, furnishings and appliances, \$9,622,000; automotive, \$36,314,000; service stations, \$8,941,000; lumber, building and hardware, \$11,443,000.

Spokane County had 2,176 wholesale outlets in 1948, which accounted for sales of \$318,167,-

000. During the same year service sales through 830 outlets totaled \$13,968,000. There were 321 manufacturing establishments in the county in 1949, and they employed 11,845 people.

Stockton

San Joaquin County, California

Located 82 miles east of San Francisco and 52 miles south of Sacramento, Stockton is at the head of tidewater on the San Joaquin River, and in the middle

of California's great central valley. It is the site of California's only inland deep water port, completed in 1933, which reaches the Pacific through San Francisco Bay.

As a result, it is an important shipping point for the produce of the entire valley. With some 96% of the privately owned land in San Joaquin County devoted to irrigated and dry farming, the city's economic structure is based on a highly diversified agricultural position. According to the Depart-

ment of Commerce, sales of agricultural products for the county in 1949 totaled \$86,800,000, placing the county sixth in the entire country in sales.

The area also includes some 500 manufacturing and processing establishments covering a considerable variety of manufactured products.

Total population of San Joaquin County, which the Census Bureau defines as the Stockton metropolitan area, was 200,750 in 1950, com-

prising 57,955 households. Total retail sales in 1948 were \$202,242,000, including food stores, \$46,824,000; drug stores, \$4,791,000; general merchandise, apparel, etc., \$34,666,000; furniture, furnishings and appliances, \$13,309,000; automotive, \$34,427,000; service stations, \$10,224,000; lumber, building and hardware, \$20,114,000. By 1950, retail sales in the county had risen to \$243,199,000, according to the California State Chamber of Commerce, with food sales at \$54,468,000.

■ Stockton's 1950 population was 70,853, embracing 20,801 households. Total retail sales in 1948 were \$131,448,000, including food stores, \$24,629,000; drug, \$3,155,000; general merchandise, \$28,876,000; furniture and appliances, \$10,669,000; automotive, \$23,513,000; service stations, \$4,965,000; lumber, building and hardware, \$11,188,000.

Individual incomes of civilian residents of San Joaquin County was put at \$321,393,000 in 1950 by the state chamber of commerce, an increase of 12.1% from 1949. The same source says assessed valuation of property in the county was \$300,292,000 in 1949-50, of which \$100,349,000 was in Stockton.

San Joaquin County had 314 wholesale outlets in 1948, and they accounted for wholesale sales of \$164,901,000. Sales of the county's 824 service outlets during the same year totaled \$13,107,000. There were 256 manufacturing establishments in San Joaquin in 1949, and they employed 7,763 people.

Albuquerque

Bernalillo County, New Mexico

This once-sleepy little Spanish town in the valley of the Rio Grande has suddenly blossomed into a center of the nation's atomic energy activity.

The original town was founded in 1706 and named after the Duke of Albuquerque (the extra "r" dropped later), a viceroy of New Spain. But today this high-in-the-sky city (altitude 5,196 ft.) located in the approximate center of the state boasts Sandia Base, a special weapons project of the government that assembles atomic bombs, and White Sands Proving Ground, where guided missiles

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The city's population growth has been tremendous; in 1940 there were only 35,449 people in Albuquerque, but by the 1950 census this figure had mushroomed to 96,815. Its chief claim to fame prior to the advent of the government's atomic energy programs was its bracing climate and high proportion of sunny days, which made it a popular health resort.

The sheep and cattle industry are important in Albuquerque's economy, as it supplies vast quantities of supplies and materials for sheep and cattle raisers in Bernalillo County. The city also supplies the mining and timber operations in the smaller cities and towns in the state.

Among the items manufactured and processed in Bernalillo County are brick and tile, concrete pipe, truck bodies and trailers—the largest manufacturing plant in the city is the Roy M. Eidal plant, which employs more than 250 people in the manufacture of

large, heavy-equipment trailers—chemicals, furniture, fabricated iron and steel, precision machinery, metal tanks and culverts, ice cream and dairy products and tents and awnings.

Bernalillo County had a population of 145,673 in 1950, composed of 40,346 households. Total retail sales in 1948 were \$122,176,000, broken down as follows: food, \$25,906,000; drugs, \$4,532,000; general merchandise, apparel, etc., \$22,687,000; furniture, furnishings and appliances, \$9,718,000; automotive, \$19,009,000; service stations, \$7,325,000; lumber, building and hardware, \$12,624,000.

Albuquerque, with a population of 96,815, had 28,583 households in 1950. Retail sales for 1948 were \$114,871,000, which included food stores, \$22,907,000; drugs, \$4,447,000; general merchandise, \$12,300,000; service stations, \$6,482,000; lumber, building and hardware, \$11,262,000.

Wholesale sales in the county for 1948 totaled \$95,521,000, han-

dled by 205 wholesale outlets. Service sales through 451 outlets in the same year were \$8,048,000. The county had 149 manufacturing establishments in 1949, which employed 21,676 people.

Pueblo

Pueblo County, Colorado

Located in the fertile valley at the confluence of the Arkansas and the Fountain rivers, Pueblo has had an extensive agricultural development. But it is also an important manufacturing center, boasting the largest steel plant west of the Mississippi River (run by Colorado Fuel & Iron Corp.), which is also the ninth largest steel producing plant in the U. S.

This "Pittsburgh of the West" lies at an altitude of 4,890 ft. and is near the principal coal fields and many of the metal deposits of Colorado. In its irrigated region of 50,000 acres it produces 65% of all the cucumber seed grown in the U. S., plus great quantities of red clover, cantaloupe, squash and

Metropolitan Areas in California

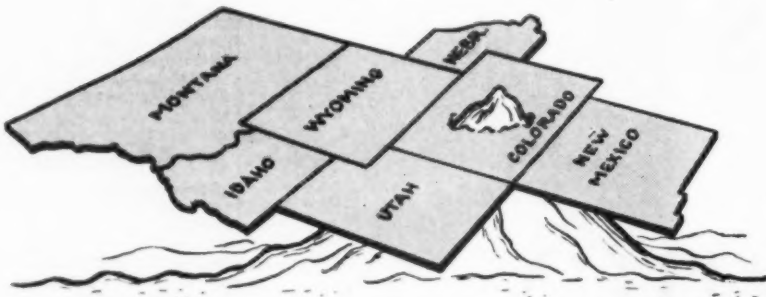


METROPOLITAN AREAS

1. Los Angeles (Los Angeles and Orange Counties), population 4,367,511
2. San Francisco-Oakland (Alameda, Contra Costa, San Francisco, San Mateo, Marin Counties), population 2,240,767
3. San Diego (San Diego County), population 556,808
4. San Jose (Santa Clara County), population 290,547
5. San Bernardino (San Bernardino County), population 281,642
6. Sacramento (Sacramento County), population 277,140
7. Fresno (Fresno County), population 276,515

ALMOST HALF—The seven metropolitan areas of California delineated here account for about 8,300,000 of the 11 western states' total of 19,500,000 people. The state of California has a total of 10,586,000 residents—59% of the western total.

PIKE'S PEAK POKES A HOLE IN OUR BLANKET!



We have no subscribers on top of Pikes Peak!

There are no farms up there, either...but of 45,570 farms in Colorado, Western Farm Life has 43,729 subscribers... 25% more than any other farm paper serving this particular segment of our territory.

In addition...

- In Wyoming, 12,614 farms; Western Farm Life subscribers, 12,368.
- In Utah, 24,148 farms; Western Farm Life subscribers, 14,389.
- In New Mexico, 23,485 farms; Western Farm Life subscribers, 16,280.
- In Montana, 35,036 farms; Western Farm Life subscribers, 19,694.
- In Southern Idaho and Western Nebraska, 30,116 subscribers.
- In Kansas, Arizona, Nevada, Other Counties in Nebraska, and Other Counties in Idaho, 25,661 subscribers.

...for a Grand Total of **162,237** net paid circulation

These farmers had an average income of \$10,833 in 1951.

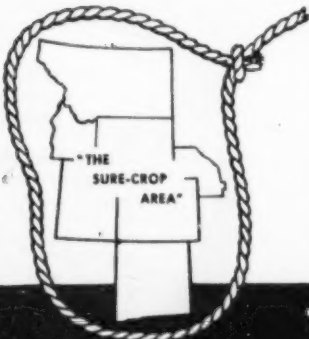
The national average was \$6,096.

SELL THE WHOLE MARKET!

Western Farm Life gives the greatest coverage in Colorado, New Mexico, Utah, and Wyoming at a lower cost per thousand readers than any other single publication—or any combination of publications serving the Rocky Mountain Market!

PROOF OF READERSHIP

The proof is in the survey! Results of a *Readex* Survey of readership of editorial and advertising copy taken on our September 15th issue are now available. Write for proof.



THE WESTERN FARM LIFE
DENVER, COLORADO

Serving Western Agriculture Since 1898

Represented Nationally by
The Katz Agency

onion seed.

Pueblo also has plants for meat packing, brooms, brick, tile, tents and awnings, plus foundries and machine shops.

The population of Pueblo County in 1950 was 90,188 (as far back as 1890, nine years after the first steel mill was established, the population was 31,491), and there were 24,484 households in the county. Total retail sales in

1948 were \$75,755,000, including

\$17,007,000 for food; \$1,957,000 for drugs; \$16,273,000 for general merchandise, apparel, etc.; \$4,864,000 for furniture, furnishings and appliances; \$14,188,000 for automotive items; \$3,844,000 for service station purchases; \$4,608,000 for lumber, building and hardware.

For the city itself, 1950 population was 63,685, comprising 19,205 households. Retail sales in the city

Something new in Los Angeles



A low cost advertising medium with coverage concentrated in the Los Angeles retail trading area.

A SUNDAY NEWSPAPER

Edited for those who want
late week-end news, concisely presented.



LOS ANGELES
Daily News

REPRESENTED NATIONALLY BY JANN & KELLEY

for 1948 were \$66,111,000, and they broke down as follows: food stores, \$14,799,000; general merchandise, \$12,360,000; furniture; furnishings and appliances, \$4,868,000; automotive, \$11,080,000; service stations, \$2,953,000; lumber, building and hardware, \$3,165,000.

The county had 134 wholesale outlets in 1948, with sales totaling \$48,040,000. Sales of \$4,052,000 were recorded in the same year by the 265 service outlets in the county. The 79 manufacturing establishments located in Pueblo County employed 9,000 people in 1949.

Ogden

Weber County, Utah

Located 35 miles north of Salt Lake City, at the confluence of the Ogden and Weber rivers, and at the foot of the Wasatch Mountains, Ogden is the principal railroad center of the region between the Rockies and the West Coast. Four railroads maintain roundhouses and repair shops in the city, and it is headquarters for much of the construction work in the western states.

Manufacturing industries are important also, with the principal industries including flour milling, meat packing, vegetable canning, beet sugar refining, candy, tin cans, cement, butter and powdered milk. It also has an oil refinery.

Like Salt Lake City, its larger neighbor, Ogden was laid out by Brigham Young, and settled by the Mormons.

In 1950 Weber County, which the Census Bureau defines as the Ogden metropolitan area, had a population of 83,319, embracing 23,559 households. Total retail sales in the county in 1948 were \$75,572,000, including the following: food stores, \$16,366,000; drug stores, \$2,339,000; general merchandise, apparel, etc., \$14,681,000; furniture, furnishings and appliances, \$4,943,000; automotive group, \$10,117,000; service stations, \$4,485,000; lumber, building and hardware, \$8,710,000.

Ogden itself had a population of 57,112 in 1950, with 16,976 households. Total retail sales in the city in 1948 were \$68,970,000, including food stores, \$14,052,000; drugs, \$2,210,000; furniture and appliances, \$4,433,000; automotive, \$9,993,000; service stations, \$2,964,000; lumber, building and hardware, \$7,779,000.

Weber County had 107 wholesale outlets in 1948, and they accounted for sales of \$141,263,000. Service sales for the same year, through 260 outlets, totaled \$4,807,000. In 1949 the county had 101 manufacturing establishments, employing 11,514 people.

Bakersfield

Kern County, California

Gold brought the original influx of settlers to Kern County and Bakersfield, but it is largely oil that has been responsible for their recent growth. Bakersfield is about 130 miles northwest of Los Angeles, at the southern end of the San Joaquin Valley.

The city itself had a 1950 population of 34,784, but there is such a heavy cluster of unincorporated communities in its suburban area that "Greater Bakersfield" is estimated to have about 110,000 population. It is the wholesale center for the greater part of Kern County, as well as an important manufacturing center, the most important industries being oil field equipment, machine shops, foundries, creameries and meat packing.

Petroleum and allied products are by far the most important products of the surrounding area, but agriculture from irrigated fields in the low-lying, desert-like southern end of the San Joaquin

Valley are also important, with potatoes the county's major crop.

In 1950 Kern County had 228,309 residents, comprising 65,006 households. Total retail sales in 1948 were \$222,672,000, including food stores, \$55,617,000; drug stores, \$5,122,000; general merchandise, apparel, etc., \$35,527,000; furniture, furnishings and appliances, \$12,373,000; automotive, \$37,185,000; service stations, \$14,632,000; lumber, building and hardware, \$22,958,000. By 1950, according to the California State Chamber of Commerce, retail sales had increased to \$267,693,000, of which \$65,809,000 were in food stores.

Total retail sales within the corporate limits of Bakersfield in 1948

were \$113,392,000, including food stores, \$16,458,000; drugs, \$2,633,000; general merchandise, \$26,707,000; furniture and appliances, \$8,345,000; automotive, \$21,951,000; service stations, \$5,147,000; lumber, building and hardware, \$13,288,000.

Individual incomes of civilian residents of Kern County totaled \$353,682,000 in 1950—up 12.2% from 1949—according to the state chamber of commerce. The same source reports 1949-50 assessed valuation of property in the county at \$521,595,000, of which \$43,696,000 was within the Bakersfield corporate limits.

Kern County had 344 wholesale outlets in 1948, and they accounted for sales of \$153,086,000. Service sales in the county for the same

THE WEST MOVES EAST!

Thousands of West Coast manufacturers now sell across the United States—and many go beyond our country's borders.

This office began to help these Coast firms expand distribution some 28 years ago. Many of these manufacturers credit their national sales success to modest advertising campaigns with our publications.

We are proud of that. We hope to continue to serve ambitious West Coast manufacturers who plan national sales for their products.

LOYD B. CHAPPELL

Publisher's Representative

6399 Wilshire Blvd., Los Angeles 48, Calif.

Established 1924

You're missing the biggest half...



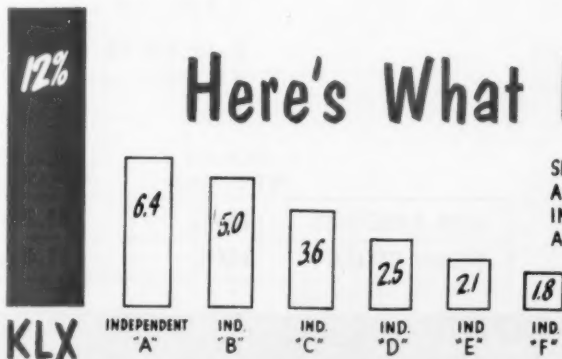
if you buy radio in the San Francisco Bay Area without buying KLV, Oakland!

Yes, the Oakland area is the biggest half of the San Francisco Bay Area market, and KLV is the Independent that dominates the Oakland half. If you're not using KLV, you are missing strong impact on a million people who spend over \$1,000,000,000 a year! Write us for complete market data.

KLV

will soon be the San Francisco Bay Area's most powerful nighttime Independent Station... the only Independent with 5,000 Watts Day and Night!

Here's What Hooper Says...



SHARE OF OAKLAND AUDIENCE, ALL OAKLAND AND SAN FRANCISCO INDEPENDENT RADIO STATIONS, ALL 12 HOOPER PERIODS, JUNE, 1952

KLV AM FM

910 on your dial

WESTERN REPRESENTATIVE
Duncan A. Scott & Co., Los Angeles

EASTERN REPRESENTATIVE
Burn Smith Co. Inc., New York, Chicago

year, through 722 outlets, totaled \$14,374,000. There were 154 manufacturing establishments in the area in 1949, and they employed 3,075 people.

Riverside

Riverside County, California

Riverside, some 18 miles south of San Bernardino and about 80 miles east of Los Angeles, is the trading and packing center of the surrounding citrus area. The city itself has some 55 manufacturing establishments employing over 2,000 people, while Riverside

County, largely desert, nevertheless contains three agricultural areas of considerable importance. It accounts, for example, for 90% of California's dates, and is an important producer of citrus and other fruits, livestock, poultry and eggs, and vegetables.

Stone, clay and glass products are the most important manufacturing enterprises in the county, with machinery second and food products third.

The county had 170,046 inhabitants in 1950, embracing 53,584 households. Total retail sales in 1948 were \$165,017,000, including

food stores, \$41,892,000; drug stores, \$5,054,000; general merchandise, apparel, etc., \$21,752,000; furniture, furnishings and appliances, \$7,903,000; automotive, \$25,680,000; service stations, \$12,373,000; lumber, building and hardware, \$18,835,000. According to the California State Chamber of Commerce, retail sales by 1950 had risen to \$180,335,000, of which \$50,362,000 was in food stores.

The city of Riverside had 46,764 inhabitants in 1950, and total retail sales in 1948 of \$64,059,000, including food stores, \$12,352,000; drugs, \$2,026,000; general merchandise, \$12,275,000; furniture

and appliances, \$4,965,000; automotive, \$13,811,000; service stations, \$2,603,000; lumber, building and hardware, \$5,068,000.

The state chamber of commerce estimates individual incomes of civilian residents of the county at \$194,948,000 in 1950, an increase of 5.7% from the previous year. The same source puts assessed valuation of property in the county at \$244,267,000 for 1949-50, of which \$57,289,000 was in the city of Riverside.

Riverside County's 183 wholesale outlets had sales amounting to \$80,035,000 in 1948. Sales

through the county's 647 service outlets during the same year totaled \$8,201,000. In 1949 there were 158 manufacturing establishments employing 3,613 people in the county.

Tucson

Pima County, Arizona

Tucson's reputation as a health center and vacation resort in recent years has not only largely extended its tourist business, but has also resulted indirectly in extension of its industrial activities. It houses the University of Arizona and is a division point on the Southern Pacific.

The city now is an important trading center for the southern Arizona area, which includes large-scale mining and agricultural activities, as well as the home of more than 100 manufacturing enterprises, including wearing apparel, foodstuffs, paint and varnish, cowboy boots, and some precision machinery. Aircraft modification was started during World War II by Consolidated-Vultee, and the facilities are now occupied by Grand Central Aircraft Co., modifying B-47s produced by Boeing. Hughes Aircraft Co. recently put into operation a new electronics plant covering 13 acres under one roof.

In Pima County, cotton, beef cattle and poultry are the three principal agricultural products. Mining also is extremely important in the county. For example, the 1951 cotton crop is estimated at \$12,180,000 and the 1949 mine production at \$28,324,000.

According to the local chamber of commerce, Tucson had 123 industries on Aug. 5, 1952, as against 88 approximately a year earlier, with 9,176 employees as against 5,828, and an annual payroll of \$37,135,000 as against \$19,378,000.

Census figures show Pima County with a population of 141,216 in 1950, but the chamber of commerce estimates the current total at 160,000. It also reports income for the county in 1950-51 as \$235,066,723. Retail sales in 1948, according to government figures, totaled \$135,165,000, including the following: food stores, \$31,539,000; drugs, \$6,782,000; general merchandise, apparel, etc., \$28,608,000; furniture, furnishings and appliances, \$9,292,000; automotive group, \$17,900,000; service stations, \$5,972,000; lumber, building and hardware, \$15,589,000.

The city's population is given in the 1950 census as 45,454, comprising 13,788 households. Total retail sales in 1948 were \$107,044,000, including the following: food stores, \$20,268,000; drugs, \$5,218,000; general merchandise, \$25,862,000; furniture and appliances, \$8,977,000; automotive, \$16,777,000; service stations, \$3,301,000; lumber, building and hardware, \$12,933,000.

Pima County had 129 wholesale outlets doing \$51,371,000 worth of business in 1948, according to the Census. Sales of 441 service outlets in the same year totaled \$8,145,000. There are 126 manufacturing establishments in the county, and they employ 1,652 people.

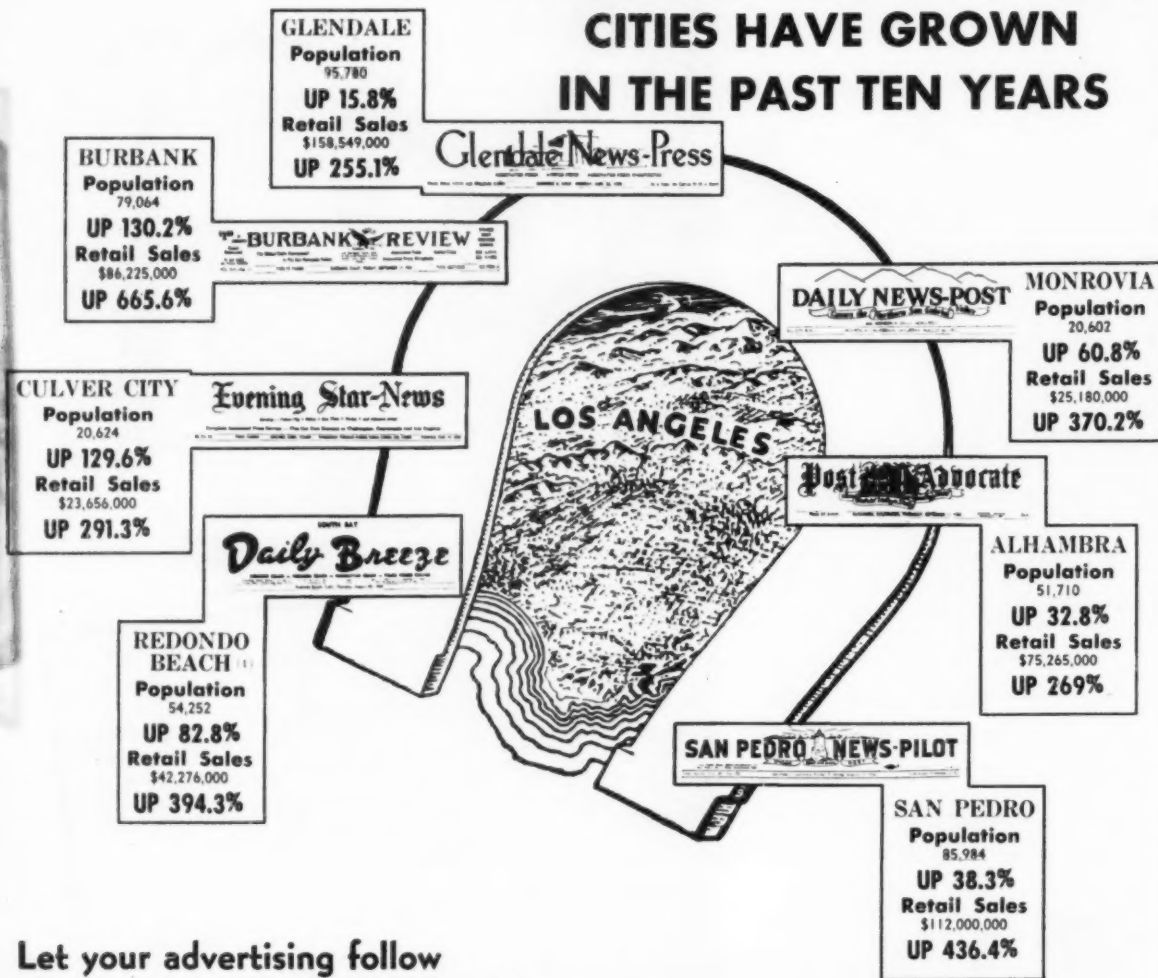
Yakima

Yakima County, Washington
A city of almost 40,000 and trading center for the Yakima Valley, Yakima derives its strength from irrigation of rich lands stretching from Ellensburg on the north to Kennewick to the southeast, where the Yakima River flows into the Columbia.

The valley was one of the first in the state to receive irrigation waters. Today Yakima County ranks first among 3,072 counties in the nation in production of apples, pears and hops. It is fifth in the production of cherries, and

FOLLOW THE CROWDS TO THE SUBURBS!

LOOK HOW MUCH *SCAN CITIES HAVE GROWN IN THE PAST TEN YEARS



Let your advertising follow the Los Angeles County Families to the SCAN Suburban Cities.

% INCREASE IN RETAIL SALES % INCREASE IN POPULATION

LOS ANGELES	236%	31.2%
SCAN CITIES	347%	51.4%

Source of Figures: Sales Management, Survey of Buying Power, 1951 and Census of Business, Retail Trade, 1949

* (1) Includes Hermosa Beach and Manhattan Beach

★ Southern California Associated Newspapers

1041 LaFayette Place, Culver City, California

Represented Nationally By
WEST-HOLLIDAY CO., INC.

Advertising and Promotion Office:

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fifth in value of total agricultural production.

Wide diversification gives the Yakima Valley unusual stability. Its crops are sold both in the fresh markets of the nation and also are processed. The valley is one of the major centers of food freezing and canning in the Northwest.

Manufacture of lumber and of farm machinery and processors' supplies provides the major industrial activity other than food processing.

Like other cities in central Washington, Yakima has a dry climate with an abundance of sunshine. Rainfall averages only seven inches a year, requiring irrigation for production of fruit and most crops.

The population of Yakima County in 1950 was 135,723, embracing 40,182 households. Total retail sales in 1948 were \$133,169,000, including food stores, \$30,267,000; drugs, \$3,684,000; general merchandise, apparel, etc., \$19,890,000; furniture, furnishings and appliances, \$5,768,000; automotive, \$25,466,000; service stations, \$8,006,000; lumber, building and hardware, \$17,370,000.

The city of Yakima had 38,486 residents in 1950 (40,000 in '52, according to state estimates), embracing 12,693 households. Retail sales in 1948 were \$79,997,000 (\$81,484,000 in 1951, as indicated by the state sales tax), including the following: food stores, \$12,917,000; drugs, \$2,586,000; general merchandise, \$16,476,000; furniture and appliances, \$3,990,000; automotive, \$18,572,000; service stations, \$3,714,000; lumber, building and hardware, \$9,030,000.

Total wholesale sales in Yakima County in 1948 were \$133,449,000, made through 248 wholesale outlets. Service sales in the county during the same year, through 445 outlets, totaled \$6,202,000. There were 142 manufacturing establishments in Yakima in 1949, employing 3,187 people.

Salem

Marion and Polk Counties, Oregon

Salem is a fast-growing center in the Willamette Valley of western Oregon. It is the state capital, and it is also the center of food processing—mainly freezing and canning—for the surrounding area producing primarily green beans, strawberries, peas, corn and a wide range of vegetables and fruits. It is the center also for shopping for this rich agricultural area, one of the first settled in the Pacific Northwest.

Presence of the state capital provides a stability of employment not matched in manufacturing, and growth of state functions has caused some expansion in employment over recent years.

The climate is mild, with little snow in winter. Although originally farming in this area depended on natural rainfall, irrigation has come increasingly into use during the last half-dozen years, particularly for pastures for both dairy and beef stock. The result is to increase the farm income from the same acreage.

The two counties of Salem and Polk, which J. Walter Thompson Co. calls the Salem market, had a population of 127,718 in 1950, embracing 37,493 households. Total retail sales in 1948 were \$114,305,000, including food stores, \$24,570,000; drugs, \$2,826,000; general merchandise, apparel, etc., \$19,512,000; furniture, furnishings and appliances, \$6,790,000; automotive group, \$22,359,000; service stations, \$7,094,000; lumber, building and hardware, \$11,906,000.

The city of Salem had 43,140 inhabitants in 1950 embracing 13,429 households. Total retail sales in

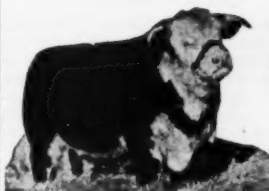
the city were \$73,181,000 in 1948, including food stores, \$12,729,000; drugs, \$1,862,000; general merchandise, \$15,867,000; furniture and appliances, \$4,943,000; automotive, \$8,312,000; service stations, \$3,396,000; lumber, building and hardware, \$5,406,000.

There were 132 wholesale outlets in the Marion and Polk trading area in 1948, and they accounted for sales of \$47,854,000. Service sales for the area during the same year through 421 outlets were \$4,991,000. Manufacturing establishments in Marion and Polk in 1949 totaled 306 and they employed 5,768 people.

Eugene

Lane County, Oregon

Eugene is one of the fastest-growing cities and industrial areas in Oregon. As timber in the more accessible areas around Puget Sound and the lower Columbia River has been cut off, the center of the huge Douglas fir sawmill and plywood industry has shifted



A \$4,069,000,000. BULL?

Mr. Media Buyer:

Would a 4-billion dollar bull represent a likely market potential to you if you were selecting media in the western Ranchland area? At least you would want to know something of the marketing economics that made such a price possible!

No, this isn't a 4-billion dollar bull—but he represents a 4-billion dollar market that you may be neglecting. As a media buyer, you should have the facts, you should know more about these cattlemen who are not farmers.

A penny post card will bring you the facts—mail it today!

In the west it's...

510 Mining Exchange Bldg.
DENVER, COLORADO

AComa 5626



There's MORE in it for you!

**You can sell MORE
because
farmers
consistently
PRODUCE MORE
EARN MORE
OWN MORE
BUY MORE**

**... in the MORE than a Billion Dollar Farm Market of
WASHINGTON, OREGON, IDAHO, AND UTAH**

Selling opportunities are more abundant in the Pacific Northwest farm market—and with good reason:

More income. With 1951 cash receipts of a record \$1,559,904,000, the average Washington, Oregon, Idaho, and Utah farmer received \$1.31 for every dollar taken in by the average U. S. farmer.

More ownership. There are 28% more full owners of farms among operators in the Pacific Northwest. Per-farm valuations are 48% higher. And ownership of cars, farm equipment, implements, and household conveniences are 'way above U. S. farm averages.

More buying. Fully comparable to their bigger incomes and higher living standards, is the brisk demand for manufactured goods revealed in the Farm Quad's annual consumer study, "What's Being Bought in 1952." Moreover, checkbacks with respondents who cooperated in the 1949, 1950, and 1951 surveys show that the prosperous farm folk of the Pacific Northwest actually bought MORE than their expressed buying intentions had indicated!

More sales are "in it for you," when you go after Pacific Northwest farm business through the pages of The Washington Farmer, The Oregon Farmer, The Idaho Farmer, and The Utah Farmer. They have the reach and the pull that gives activated selling power to advertising.



PACIFIC NORTHWEST FARMERS

HAVE	17.17% MORE	Electrified Farms
	41.42% MORE	Telephones on Farms
	47.87% MORE	Acreage per Farm
	456.16% MORE	Irrigated Farm Acreage
	30.77% MORE	Cash Income per Farm*
OWN	19.41% MORE	Grain Combines
	19.94% MORE	Home Food Freezers
	23.47% MORE	Tractors
	26.71% MORE	Passenger Automobiles
	28.67% MORE	Electric Chick Brooders
	44.41% MORE	Electric Washers
	52.18% MORE	Electric Water Pumps
	58.40% MORE	Milking Machines
	66.59% MORE	Motor Trucks
	172.73% MORE	Electric Water Heaters
PRODUCE	11.75% MORE	Potatoes per Acre
	25.95% MORE	Cattle per Cattle Ranch
	28.82% MORE	Peaches per Tree
	38.56% MORE	Barley per Acre
	45.06% MORE	Wheat per Acre
	55.37% MORE	Eggs per Egg Farm
	73.46% MORE	Cherries per Tree
	187.62% MORE	Sheep per Sheep Ranch
	219.52% MORE	Apples per Tree
	240.47% MORE	Turkeys per Turkey Farm

Source: 1950 Farm Census. Comparisons with U. S. farm averages.
* Based on 1951 figures of Bureau of Agricultural Economics.

ADVERTISING REPRESENTATIVES

Western Associated Farm Papers, Chicago, New York, San Francisco

GENERAL OFFICES: Spokane, Washington

STATE OFFICES: Seattle, Portland, Boise, Salt Lake City

★ Offering you the MOST in a market that has more to offer... with a circulation of over 190,000 concentrated on the prosperous farms of Washington, Oregon, Idaho, and Utah... the four home-state farm magazines comprising the Pacific Northwest Farm Quad are unequalled in coverage, penetration, and reader influence.



NET PAID CIRCULATION OVER 190,000 EACH ISSUE

south. Now Eugene is well recognized as the new center.

Lane County, in which Eugene is located, and Douglas County adjoining on the south, are the two fastest-growing counties in western Oregon. The 1950 census showed Eugene with a population of 35,672, up 71% in ten years. Springfield, just across the Willamette River from Eugene, was up 183% to a 1950 figure of 10,771.

Springfield has become the center of one of Weyerhaeuser Timber Co.'s integrated mill developments, including a sawmill, plywood plant, container board plant, and pulp mill.

Eugene is also the site of the University of Oregon and is the trading center for the surrounding farming area. Eugene Fruit Growers Assn., located at Eugene, ranks as one of the largest canners of vegetables in the Pacific Northwest.

Lane County, in which Eugene is located, had 125,776 inhabitants in 1950, comprising 38,183 households. Total retail sales in 1948 were \$124,665,000, including food stores, \$29,006,000; drug stores, \$2,820,000; general merchandise, apparel, etc., \$22,941,000; furniture, furnishings and appliances, \$7,431,000; automotive, \$20,483,000; service stations, \$8,401,000; lumber, building and hardware, \$9,588,000.

Total retail sales in Eugene were \$79,104,000 in 1948, including food stores, \$11,630,000; drugs, \$1,937,000; general merchandise, \$19,388,000; furniture and appliances, \$5,920,000; automotive, \$16,183,000; service stations, \$3,300,000; lumber, hardware and building, \$4,720,000.

There were 184 wholesale outlets in Lane County in 1948, and they boasted sales of \$111,829,000. The county's 423 service outlets had sales of \$6,950,000 during the same year. Manufacturing establishments in the county numbered 311 in 1949, and they employed 10,545 people.

Everett

Snohomish County, Washington
Lumber manufacture made Everett, and now, as the Washington timber industry shifts west and more toward the manufacture of pulp and paper products, the city is in the midst of heavy industrial expansion.

Weyerhaeuser Timber Co., which already has a pulp mill at Everett, and has operated a sawmill there since 1914, has started a \$20,000,000 expansion, building a new mill to produce wood pulp. It is designed to operate almost entirely on wood waste and leftovers from its local sawmills and from its plant at Squalmie Falls, to the east. A little over a year ago Scott Paper Co. bought Soundview Pulp Co. in Everett, one of the largest pulp mills, and is now preparing to erect its first West Coast paper mill, to turn out tissues.

Everett is a seaport on Puget Sound, about 30 miles north of Seattle. Its major shipments are products of its own manufacture—pulp, lumber, shingles, plywood, and machinery.

In 1950 the city had 33,849 people and 11,737 households. Total retail sales were \$57,512,000 in 1948, divided as follows: food stores, \$13,106,000; general merchandise, apparel, etc., \$12,717,000; furniture, furnishings and appliances, \$2,695,000; automotive group, \$11,532,000; service stations, \$2,027,000; lumber, building and hardware, \$3,004,000; drugs and proprietaries, \$1,390,000.

Total population of Snohomish County in 1950 was 111,580, with 35,870 households. Total retail sales in 1948 were \$94,502,000, divided as follows: food stores, \$24,309,000; general merchandise, apparel, etc., \$15,498,000; furniture, furnishings and appliances, \$3,695,000; automotive group, \$15,496,000; service stations, \$5,654,000; lumber, building and hardware, \$7,461,000; drugs and proprietaries, \$2,280,000.

Wholesale sales for the county's 112 wholesale outlets, according to 1948 Census of Business figures, were \$34,881,000; service sales through 412 outlets during the same year totaled \$4,370,000. There were 226 manufacturing establishments in Snohomish County in 1949, and they employed 7,319 people.

Santa Barbara

Santa Barbara County, California

Santa Barbara, located on the Pacific Coast 337 miles south of San Francisco and 100 miles north of Los Angeles, is a residential-educational-recreational city with some 32 hotels and 63 motor courts.

The economy of the city and its nearby unincorporated areas is basically one of trade and service for a population which is consid-

erably above average in wealth. Industrial development is deliberately restricted by ordinances barring smoke, odors and "unsightly structures."

The surrounding area is a rich agricultural country, with lemons the most important crop and walnuts and livestock, poultry and eggs and dairy products also of major importance.

Population of Santa Barbara County in 1950 was 98,220, embracing 30,605 households. Total retail sales in 1948 were \$119,246,000, including food stores, \$26,528,000; drug stores, \$3,936,000; general merchandise, apparel, etc., \$17,864,000; furniture, furnishings and appliances, \$7,052,000; automotive, \$18,422,000; service stations, \$7,221,000; lumber, building and hardware, \$15,940,000. By 1950, says the California State Chamber of Commerce, total retail sales in the county had risen to \$128,595,000, of which food sales

San Francisco **A WHALE OF IF YOU KNOW YOUR**

AREA
San Francisco Bay Area Market consists of nine counties within a radius of 50 miles
Breakdown:
Less than 1% (44 sq. miles) of this market area is occupied by City Zone San Francisco

PEOPLE
Population of 9-county Bay Area is 2,681,322... ranking San Francisco as 7th metropolitan U.S. area
Breakdown:
3 out of 2 families here live in the Trading Zone suburbs!

INCOME
Residents of 9-county Bay Area have annual income exceeding five billion dollars
Breakdown:
Almost two thirds of effective buying income is found in the Trading Zone suburbs!

RETAIL SALES
Retail trade exceeds three billion dollars annually in the 9-county Bay Area
Breakdown:
\$4.30 of every \$10 is spent in the Trading Zone suburbs!

FOOD SALES
Families of 9-county Bay Area spend 700 million dollars annually in retail food stores
Breakdown:
Almost 3 out of 4 retail food dollars are spent in the Trading Zone suburbs!

CHILDREN
309,880 children attend public elementary and high schools in 9-county Bay Area
Breakdown:
4 out of 3 of these children are schooled in the Trading Zone suburbs!

were \$31,779,000.

The city of Santa Barbara had 44,913 inhabitants in 1950, comprising 15,098 households. Total retail sales in 1948 were \$73,719,000, including food stores, \$15,911,000; drugs, \$2,581,000; general merchandise, \$12,682,000; furniture and appliances, \$5,030,000; automotive, \$11,381,000; service stations, \$3,051,000; lumber, building and hardware, \$9,142,000.

Income of civilian residents of the county is put at \$168,075,000

in 1950, an increase of 5.4% from 1949, by the state chamber of commerce. The same source places assessed valuation of property in the county at \$184,750,000 for 1949-50, of which \$50,487,000 was in the city of Santa Barbara.

Santa Barbara County's 177 wholesale outlets racked up sales of \$66,815,000 in '48. Service sales through 462 outlets totaled \$7,351,000. In 1949 the county had 115 manufacturing establishments employing 2,008 people.

Provo

Utah County, Utah

Provo, 45 miles southeast of Salt Lake City, is an important steel center, the largest industrial operation in the area being the Geneva Steel plant, employing some 5,200. There are various other industries, and the county is the most important in the state agriculturally.

The city also houses Brigham Young University, with some 7,000

students, and Central Utah Vocational School, with about 800. According to the Utah State Employment Service, the labor force of the county numbers 26,000, of whom 25,800 are employed at present.

Utah County had a population of 81,912 in 1950, comprising 20,570 households, and total retail sales in 1948 were \$58,286,000, including the following: food stores, \$12,642,000; drugs, \$1,753,000; gen-

eral merchandise, apparel, etc., \$8,680,000; furniture, furnishings and appliances, \$3,113,000; automotive, \$10,229,000; service stations, \$4,546,000; lumber, building and hardware, \$7,283,000.

Provo had a 1950 population of 28,937, comprising 7,328 households. Total retail sales in 1948 were \$30,210,000, including food stores, \$5,210,000; drugs, \$861,000; general merchandise, \$5,766,000; furniture and appliances, \$1,749,000; automotive, \$6,587,000; service stations, \$1,795,000; lumber, building and hardware, \$3,580,000.

Utah County had 53 wholesale outlets in 1948, which did a total volume of \$15,098,000. Service sales for the same year, through 242 outlets, were \$2,393,000. The county has 85 manufacturing establishments employing 6,994 people.

Bremerton

Kitsap County, Washington

Government activity at the Puget Sound Navy Yard provides the basis for business at Bremerton, a city of 27,678 as indicated in the 1950 census but with 1952 population estimated by the state at 33,200. The gain reflects new activity at Bremerton since Korea.

Bremerton lies across Puget Sound from Seattle, with which it is connected by a state ferry system. It is the largest city on the Olympic Peninsula. The Puget Sound Navy Yard, employing close to 15,000, is the second largest industrial payroll in the state, topped only by Boeing at Seattle.

Expansion in the Navy Yard has required construction of additional housing facilities, now fairly well completed. Earlier in the year, Bremerton was declared a critical defense housing area, facilitating construction of new housing.

Kitsap County had 1950 population of 75,724, and total retail sales in 1948 of \$60,251,000, including food stores, \$18,112,000; drugs, \$2,295,000; general merchandise, apparel, etc., \$8,773,000; furniture and appliances, \$2,651,000; automotive, \$8,449,000; service stations, \$2,741,000; lumber, building and hardware, \$3,987,000.

Total retail sales in Bremerton were \$40,408,000 in 1948, including food stores, \$9,843,000; general merchandise, \$7,744,000; automotive, \$7,030,000; lumber, building and hardware, \$2,087,000.

In 1948 Kitsap County had 42 wholesale outlets which accounted for \$11,340,000 in wholesale sales. Service sales through 206 outlets in the same year totaled \$2,623,000. The county had 74 manufacturing establishments employing 797 people in 1949.

Colorado Springs

El Paso County, Colorado

Colorado Springs is about 70 miles south of Denver, on a mesa 6,000 feet above sea level, open to the great plains on the southeast and backed by mountains.

The city, laid out in 1871 by General W. J. Palmer, president of the Denver & Rio Grande Railway, as a model community, is the most important tourist center of the Rockies, a noted health resort, and an important industrial center. It has ore reduction plants, iron foundries, railroad shops, considerable light industry, and is the headquarters of the Cripple Creek mining companies.

In recent years its attractiveness as a place to live has resulted in some movement of the offices of eastern corporations to the city, but this trend seems temporarily to have slackened. An enormous increase in tourists from the East and Middle West since the war, however, has resulted in a sharp upsurge of business activity in the area.

In 1950 the population of El Paso

County was 74,523, embracing 23,253 households. Total retail sales in 1948 were \$71,245,000, including food stores, \$15,543,000; drugs, \$3,727,000; general merchandise, apparel, etc., \$12,478,000; furniture, furnishings and appliances, \$5,469,000; automotive, \$9,724,000; service stations, \$3,992,000; lumber, building and hardware, \$6,764,000.

Population of Colorado Springs in 1950 was 45,472, embracing 15,088 households. Total retail sales in 1948 were \$58,965,000, including food stores, \$12,475,000; drugs, \$3,146,000; furniture and appliances, \$5,229,000; automotive, \$9,397,000; service stations, \$2,332,000; lumber, building and hardware, \$5,703,000.

Wholesale sales in El Paso County in 1948, through 100 outlets, were \$36,832,000. During the same year the county's 315 service outlets had sales amounting to \$4,790,000. There were 103 manufacturing establishments in the county in 1949, and they employed 1,891 people.

Boise

Ada County, Idaho

Agriculture and government are the two basic activities underlying the economy of Boise.

Boise lies in the rich irrigated lands that make southwestern Idaho an area of diversified farming—cattle, fruit, vegetables, and hay being major products. It is also the state capital and the regional headquarters of the Bureau of Reclamation.

A city of 34,393 in 1950, Boise is not only the largest in the state but it is the largest in the long sweep from Portland or Spokane to Salt Lake City. It lies midway between Spokane and Salt Lake City.

Employment figures in Ada County (greater Boise) indicate the importance of this city as a trading center, both retail and wholesale. Non-agricultural employment reached 20,200 last August. Of this, only 1,600 were in manufacturing. Retail trade, em-

ploying 4,550, was the largest category, followed by government, 3,750. Wholesale trade accounted for 1,550, and finance, insurance and real estate, 1,200.

Manufacturing, however, has been growing in importance as metalworking plants expand to supply the needs of farmers, sawmills, and mines in a wide area around Boise. One of the most recent new activities has been the production of antimony at Stibnite, in the mountains north of Boise, source of 95% of U. S. production of antimony.

Ada County had 70,649 residents in 1950, comprising 21,630 households. Total retail sales in 1948 were \$78,073,000, including food stores, \$14,050,000; drugs, \$2,198,000; general merchandise, apparel, etc., \$16,976,000; furniture, furnishings and appliances, \$4,740,000; automotive group, \$12,822,000; service stations, \$4,194,000; lumber, building and hardware, \$8,822,000.

In Boise, total retail sales were \$65,588,000, including food stores,

\$9,896,000; drugs, \$1,974,000; general merchandise, \$13,476,000; furniture and appliances, \$4,167,000; automotive, \$12,083,000; service stations, \$2,667,000; lumber, building and hardware, \$5,869,000.

Wholesale sales in Ada County during 1948, through 156 outlets, totaled \$76,655,000. The county's 276 service outlets had sales amounting to \$4,306,000 during the same year.

Bellingham

Whatcom County, Washington

This city on the northern end of Puget Sound is primarily a center for the manufacture of lumber, pulp and paper, and it is the center for fishing and food processing. The region to the north and east is one of the most important producers of strawberries for the frozen foods industry.

Bellingham is an attraction also for Canadian shoppers, who come in from Vancouver, B. C., and New Westminster, B. C. This has become increasingly important since

Canada lifted the restrictions last year on export of Canadian funds, and since the U. S. dollar dropped below par with the Canadian dollar.

Tourist trade is important for Bellingham also, from its location as a supply center for the San Juan Islands to the west, and as the jumping off point for Mount Baker and the rugged northern Cascade mountains.

Whatcom County, in which Bellingham is located, had a population of 66,733 in 1950, and total retail sales in 1948 of \$64,268,000, including food stores, \$13,359,000; drugs, \$1,535,000; general merchandise, apparel, etc., \$10,874,000; furniture, furnishings and appliances, \$2,976,000; automotive, \$8,920,000; service stations, \$3,222,000; lumber, building and hardware, \$7,211,000.

Population of Bellingham in 1950 was 34,112, and total retail sales in 1948 were \$44,170,000, including food stores, \$8,938,000; general merchandise, \$7,688,000; automotive, \$7,092,000; lumber, building and hardware, \$4,080,000.

There were 89 wholesale outlets in Whatcom County in 1948 and they accounted for sales of \$26,172,000. The 231 service outlets in the county during the same year had sales of \$2,989,000. The 148 manufacturing establishments in the area in 1949 employed 3,259 people.

Great Falls

Cascade County, Montana

Great Falls, with a 1950 population of 39,214, is the largest city in Montana, taking the honors away from Butte, with 33,251, and Billings, with 31,834. The city is in central western Montana, on the Missouri River, in a rich agricultural and stock-raising area which also is rich in minerals, including oil.

Principal manufacturing industries include oil refineries, railroad shops, packing plants and an electrolytic plant of Anaconda Copper Mining Co.

Two factors make growth prospects good for Great Falls:

1. The construction of two multipurpose dams, Canyon Ferry on the Missouri River and the Tiber on the Marias River, which will stimulate both agricultural and industrial development.

2. The inauguration three years ago of regular truck service between Great Falls and Canada and Alaska, which currently is carrying several million dollars worth of goods annually.

Population of Cascade County in 1950 was 53,027, embracing 15,730 households. Total retail sales in 1948 were \$64,090,000, including food stores, \$12,706,000; drugs, \$1,267,000; general merchandise, apparel, etc., \$13,551,000; furniture, furnishings and appliances, \$3,769,000; automotive, \$10,993,000; service stations, \$2,849,000; lumber, building and hardware, \$6,548,000.

Total retail sales in 1948 for Great Falls were \$59,479,000, including food, \$11,523,000; general merchandise, \$3,851,000; furniture and appliances, \$3,769,000; automotive, \$10,128,000; service stations, \$2,643,000; lumber, building and hardware, \$5,922,000.

Wholesale outlets in Cascade County in 1948 numbered 181, and sales totaled \$85,804,000. Service sales through 181 outlets were \$2,792,000 during the same year. The 49 manufacturing establishments in the county in 1949 employed 2,807 people.

Billings

Yellowstone County, Montana

Proximity to the oil fields in the Williston Basin of eastern Montana and western North Dakota,

LOOK At These LEADERSHIP FIGURES!



Media Records Again Shows The SEATTLE TIMES Is Seattle's Top Medium

(Daily and Sunday, 1st 8 months, 1952)

	The Seattle TIMES	2nd Paper	The TIMES Led 2nd Paper by
RETAIL	8,118,695	5,194,226	2,924,469
DEPARTMENT STORE . . .	3,302,286	2,076,238	1,226,048
RETAIL FOOD . . .	814,136	213,610	600,526
RETAIL DRUG . . .	364,044	117,573	246,471
GENERAL	2,460,434	1,761,952	698,482
CLASSIFIED . . .	4,595,886	3,246,870	1,349,016
TOTAL LINEAGE . .	15,917,415	10,849,542	5,067,873



THE SEATTLE TIMES

Represented by O'MARA AND ORMSBEE

New York • Detroit • Chicago • Los Angeles • San Francisco

SEATTLE'S ACCEPTED NEWSPAPER

AUTOMOTIVE SUPERMARKET

how Trend auto consumer magazines shape the \$460 million buying habits of 802,184 men

only Trend magazines provide all the automotive news

Just four years ago, Trend, Inc. published its first magazine, *Hot Rod*; circulation 5000 copies. Today, Trend publishes four automotive consumer magazines with a total net paid circulation of 802,184 copies per month. (Average for 2nd quarter; June 30, 1952 ABC Publisher's Statements.) Trend has become the largest magazine publishing house in the West. Trend's success was based on a simple formula. Americans feel a pressing need for authoritative, unbiased automotive information; Trend is fulfilling this need. Circulation has grown on merit alone. Many small advertisers early recognized the magazines' worth. Today, growing with Trend, they are major firms.

the Magazines:

MOTOR TREND, a horizontal consumer magazine devoted to all phases of the automotive field with emphasis on scientifically documented road tests of production cars. Featured are profusely illustrated articles on custom design, techniques, and styling; racket exposés, new fuel and engineering improvements; Detroit innovations and plans; repairs and maintenance—the motoring scene on an international scale.

HOT ROD MAGAZINE, a vertical consumer magazine that has become the authoritative reference work for the nation's hundreds of thousands of backyard mechanics. The magazine presents exhaustively detailed articles on how to improve and increase engine performance; construct speed equipment; hot rod design; fuel formulas; reports on hot rod events; and new developments.

AUTO, a vertical magazine for the sports car enthusiast. New developments and equipment in this fast-growing field, documented road tests of new imported cars, tuning and driving procedures, and on-the-spot descriptions of road races across the world are vividly presented.

CYCLE, a vertical magazine for motorcycle enthusiasts. Articles range from road tests of American and European models through technical, "how to do it" articles and coverage of events and races.

Thus Trend covers the entire automotive consumer market. The four magazines offer budget-wise advertisers 100 per cent effective, concentrated coverage of the market, regardless of whether the product is of general automotive interest or a specialty item. Outstanding automotive advertisers throughout America and Great Britain buy space in one, two, three or all publications.

Because Trend magazines cater to the automotive enthusiast, editorial policy is "unbiased accuracy based on substantiated, scientific information and tests." Trend, therefore, will not accept fraudulent or misleading advertising. New automotive products are thoroughly tested and results accurately reported. Trend readers buy with confidence from Trend advertisers.

In point of fact, reader correspondence has been so voluminous in reaction to certain features that special departments have been established concerning particular interests. In other instances, reader demand for back issues featuring special information convinced Trend of the need for publishing the articles in book form. Book sales now total well over one half million copies!

5,566.7% circulation increase in four years

In per cent of newsstand sales increase (last six months of 1950 vs. 1951, S*M Box Score) Motor Trend and Hot Rod lead all national consumer magazines regardless of subject matter.

56	BRAND-V V NEWS	212,402	- 91,039	- 42.9
57	Newsweek	272,082	+ 8,907	+ 3.3
58	Hot Rod Magazine	262,550	+ 94,998	+ 56.7
59	Music Stars Parade	261,881	+ 27,989	+ 10.7
60	Time	248,666	No Statement	
61	Motor Trend	240,245	+ 99,888	+ 71.2
62	Life	239,567	+ 58,818	+ 24.5
63	Time	236,740	+ 13,044	+ 5.2
64	Holiday	234,045	+ 3,942	+ 1.7
65	House & Garden	228,570	+ 16,038	+ 7.5

ABC average net paid circulation

Period	HOT ROD	MOTOR TREND	CYCLE	AUTO	TOTAL	% of increase (prev. qtr.)
1948						
3rd Quarter	14,156				14,156	
4th Quarter	26,942				26,942	90.3
1949		First issue Sept. 1949				
1st Quarter	39,781				39,781	47.6
2nd Quarter	34,743				34,743	37.6
3rd Quarter	69,346	16,836			86,182	57.4
4th Quarter	79,562	28,772	First issue April 1950		108,334	25.7
1950						
1st Quarter	92,798	56,300			149,098	37.6
2nd Quarter	130,541	92,763			223,304	64.5
3rd Quarter	190,407	145,137			335,544	50.4
4th Quarter	183,862	162,012	23,405		369,279	-1
1951						
1st Quarter	216,493	181,124			397,617	33.6
2nd Quarter	253,002	227,494			480,496	20.9
3rd Quarter	286,546	254,391			540,937	12.4
4th Quarter	282,823	263,911	31,249*	First issue Jan. 1952	577,983	1.4
1952						
1st Quarter	332,645*	316,946*	36,130*	82,288	768,009*	32.9
2nd Quarter	343,799*	344,238*	33,239*	80,508	802,184*	4.4

Total % of increase 3rd quarter 1948—2nd quarter 1952: 5,566.7%

* ABC Publisher's Statements

Both subscription and single copy sales show that Trend magazines have gained rapidly in national popularity since 1948. This record is an unequivocal guarantee to advertisers of a constantly expanding national market for their products as shown in the regional paid circulation chart shown below:

Region	HOT ROD		MOTOR TREND		CYCLE		AUTO		2nd Quarter sales based on avg.:	
	%	AVG.	%	AVG.	%	AVG.	%	AVG.	%	AVG.
New England	3.57	5.56	3.86	3.18	5.04	40,430				
Middle Atlantic	14.72	16.09	10.48	16.81	14.52	116,477				
South Atlantic	22.11	23.62	23.23	23.47	23.10	185,305				
East No. Central	8.10	8.84	6.36	8.27	7.89	61,292				
East So. Central	8.84	8.32	9.44	9.26	9.01	72,277				
West No. Central	2.66	2.35	2.23	2.48	2.48	19,894				
West So. Central	6.52	6.17	7.44	7.18	6.82	54,709				
Mountain	4.64	4.64	4.49	3.56	4.33	34,733				
Pacific	19.81	18.21	23.88	19.99	20.87	167,416				
U.S. Territories	1.23	1.26	1.48	1.19	1.29	10,348				
Canada	3.76	4.13	3.77	3.	3.67	29,440				
Foreign	.23	.22	.17	—	.62	4,974				

In 1951, Trend embarked on a full-scale promotional campaign in all media, including co-sponsorship of events and programs of national importance. These include the International Motorama Exposition, the largest complete motor and motoring sports show in the world; the Bonneville National Speed Trials, new automobile proving ground for the nation where speeds have exceeded 250 mph; the National Hot Rod Association with 10,000 members; and preparation of a national automotive newswire.

As a result, Trend magazines are giving advertisers tremendous circulation bonuses that are concretely reflected in product sales.

Men Who Buy Trend Magazines Each Own 1.3 Automobiles and Spend 10% of Their Total Income for Maintenance

(Based on a round circulation figure of 800,000)

just-completed survey reveals these pertinent facts:

Average Yearly Income	\$5,744
Total Yearly Income	\$4,595,200,000
Average Age	28.9
Vehicles Owned (1.3 each)	1,040,000
Average Miles Per Year	16,000

total maintenance costs \$460,016,000

Repairs	\$101,080,000
Parts	\$64,926,000
Accessories	\$46,192,000
Tires	\$46,112,000
Gasoline	\$184,152,000
Oil	\$19,560,000

add a plus circulation of three extra readers per copy sold—a total of 3,200,000 readers!

Project the buying habits of these readers against the circulation figures above and FORM YOUR OWN CONCLUSIONS!

complete readership statistics on each magazine are now available.

wire Readership Survey, Trend, inc.

5959 Hollywood Blvd., Los Angeles 28

If You Sell Any Automotive Product or Service, Sell Through Trend Magazines — with an Audience 100% Interested in What You Have to Sell!



as well as the Elk Basin and Worland areas of Wyoming, has made this southern Montana city a natural spot for location of division and district oil company offices. At last count, there were 114 such offices in the city.

The city includes three crude oil refineries, has livestock sales which last year exceeded \$38,000,000, and is an important point of call for tourists traveling between

Yellowstone and Glacier national parks. Plans are also under way for construction of an \$8,000,000 plant to produce ammonium nitrate fertilizer.

■ Yellowstone County had a population of 55,875 in 1950, comprising 16,761 households. Total retail sales in 1948 were \$68,117,000, including the following: food stores, \$12,032,000; drugs, \$2,002-

000; general merchandise, apparel, etc., \$12,534,000; furniture, furnishings and appliances, \$3,845,000; automotive group, \$12,735,000; service stations, \$4,368,000; lumber, building and hardware, \$9,119,000.

Billings' 1950 population was 31,834, comprising 10,248 households. Total retail sales in 1948 were \$57,623,000, including food stores, \$9,427,000; drugs, \$1,795-

000; general merchandise, \$11,496,000; automotive, \$11,812,000; service stations, \$3,222,000; lumber, building and hardware, \$6,773,000.

There were 191 wholesale outlets in Yellowstone County in 1948, and they accounted for sales of \$152,303,000. Service outlets in the county during the same year (200 of them) had sales of \$3,273,000. In 1949 the county had 75 manufacturing establishments, employing 1,705 people.

Reno

Washoe County, Nevada

Of the 160,083 people in the state of Nevada in 1950 (Nevada has the smallest population of any state in the union), 32,497 lived within the city limits of Reno, and 50,205 lived in Washoe County, of which Reno is the county seat.

The city, just across the California border in west central Nevada, is one of two population clusters in the state—the other being Las Vegas, some 350 miles to the southeast.

Both cities have benefited from the fact that gambling is legal in the state of Nevada, and that state divorce laws are simple and require only six weeks' residence. But Reno is also an important trading and distribution center for a large, but sparsely settled territory.

■ Washoe County had total retail sales in 1948 of \$79,643,000, including the following: food stores, \$13,355,000; drugs, \$5,409,000; general merchandise, apparel, etc., \$14,353,000; furniture, furnishings and appliances, \$4,637,000; automotive, \$14,194,000; service stations, \$3,766,000; lumber, building and hardware, \$3,793,000.

Total retail sales in Reno for that year were \$71,680,000, including food stores, \$10,543,000; drugs, \$5,000,000; general merchandise, \$5,622,000; furniture and appliances, \$4,370,000; service stations, \$3,151,000; lumber, building and hardware, \$3,516,000.

Wholesale sales in the county during 1948 were \$44,363,000, handled by 100 wholesale outlets. Service sales for the same year, through 215 outlets, totaled \$5,436,000. Manufacturing establishments in the area during 1949 numbered 63, and they employed 1,124 people.

Richland

Benton County, Washington

Note: While Richland does not meet the requirements set up for inclusion here, since it is neither a standard metropolitan area as defined by the 1950 census, nor a county outside such areas with at least 50,000 population and a central city of at least 25,000, its profile is included here as an interesting example of a newly created market of some importance.

Three cities clustered on the Columbia River in southeast Washington—Richland, Pasco and Kennewick—together form one of the newest major markets of the Pacific Northwest. Known as the Tri-Cities, they have a combined population in excess of 40,000, yet prior to the 1950 census were of such minor importance as to show on few sales managers' maps, and indeed, in 1940 had a combined population of only a little over 6,000.

Largest of the three, Richland is the administrative and residential city created by the Atomic Energy Commission for the Hanford plutonium works. Its population in the 1950 census was 21,809. Its present population is estimated at about 24,000. Before World War II, it was a dusty, be-draggled farm town of 246.

■ Laid out with government funds and the best of city planning, Richland is a modern and model city. At the outset, all land and buildings were owned by the federal government. Currently, however, the AEC is in the midst of a program to sell houses to occupants, converting the city to more conventional operation. Because of the substantial number of scientists and engineers employed by AEC, the level of incomes is substantially above average here.

A few miles down the Columbia River from Richland is Kennewick. Prewar Kennewick was primarily a market center for nearby dry wheat lands and irrigated farming, and it has important food processing plants.

■ Across the Columbia from Kennewick (in Franklin County) is Pasco, division point on the Northern Pacific Railroad and the head of deep water transportation on the Columbia River. Prewar it was the largest of the three cities. Currently, state estimates give Pasco and Kennewick each 11,300 population, compared with the 1950 census of 10,228 at Pasco and 10,-



New facts about Los Angeles

This car card scored high readership in the new Los Angeles survey just released by the Advertising Research Foundation. Transit riding, Car Card readership and other new pertinent facts about America's Third Market are included. For further information, write:

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Transit Advertising, Inc.
2233 Beverly Boulevard
Los Angeles 4, California

➔ You'll **SELL**



➔ **THROUGH 7 MILLION WINDSHIELDS...**

The world's most mobile people live on the Pacific Coast. They own nearly 7 million motor vehicles (6,967,000, to quote U. S. Dept. of Commerce, 1951). That's 13.4% of the nation's total, with California the number one state in the U. S.

They use them much more, too. They have to, for they live in the world's most decentralized cities.

They see, they know, they buy the products outdoor advertised with Foster and Kleiser Company service. They are sold by it more often, in more places, with more impact.

On the Pacific Coast, only Foster and Kleiser service is Coastwide. Only Foster and Kleiser service in major Coast cities has had postwar TAB audits. Only Foster and Kleiser service has 50 years of pioneering leadership. You're a "natural" on the Coast, with Foster and Kleiser outdoor advertising.



Foster and Kleiser
— COMPANY —

Head Office: 1675 Eddy Street, San Francisco, California

COMPLETE OUTDOOR ADVERTISING SERVICE IN NEARLY 500 PACIFIC COAST CITIES AND TOWNS

Average Weekly Earnings of Production Workers in Manufacturing Industries*

State & Area	May '52	May '51
Arizona	\$70.04	\$66.07
Phoenix	67.89	64.72
California	74.94	70.95
Los Angeles	75.86	70.50
Sacramento	67.83	60.79
San Diego	70.58	70.28
San Francisco-Oakland	75.05	72.18
San Jose	72.92	68.11
Stockton	69.95	63.86
Colorado	66.01	63.14
Idaho	73.97	67.87
Montana	(Not Available)	
Nevada	80.32	73.33
New Mexico	70.08	67.45
Albuquerque	70.19	72.33
Oregon	77.80	77.58
Portland	73.78	71.59
Utah	63.08	65.67
Salt Lake City	67.73	66.83
Washington	74.92	73.27
Seattle	72.69	74.67
Spokane	74.32	68.96
Tacoma	74.74	69.77
Wyoming	71.72	73.31

*Bureau of Labor Statistics, Department of Labor.

106 at Kennewick. Both Kennewick and Pasco have been swelled by overflow from Richland of workmen employed both at the plutonium plants of AEC and contractors undertaking the continued expansion of these plants. In the past year the labor force on construction has run as high as 8,000 men. Now a new expansion has just begun.

■ Construction of the McNary Dam on the Columbia River downstream from the Tri-Cities will deepen the water to Pasco and Kennewick and improve navigation to these ports. Construction also is stimulating business in these cities, the nearest of any size to McNary Dam.

Benton County's population in 1950 was 51,370, and total retail sales were \$45,153,000 in 1948. In Franklin County, where Pasco is the only urban area of any consequence, population in 1950 was 13,563 and total retail sales were \$20,379,000.

Wholesale sales through Benton County's 40 wholesale outlets in 1948 were \$12,561,000. The county had 98 service outlets in '48 that accounted for sales of \$1,711,000. There were 22 manufacturing establishments in Benton in 1949, employing 8,419 people.

L. A. Food Plan Group Names Frank-Gold for PR Drive

The Approved Freezer Food Plans Assn., Los Angeles, has appointed the Frank-Gold agency there to handle a new campaign promoting the association's seal and code of ethics. Jerry Homel, president of the group, said the campaign is designed to increase public confidence in the food plan business and combat those operators "who make wild promises and abuse public faith."

The program will involve use of all media, creation of a speaker's bureau and participation of the organization in civic affairs. The association represents half of the food plan operators in the Los Angeles area.

Bliss Gets Sallie Chase

Ben B. Bliss Co., New York, has been appointed to handle advertising for Sallie Chase, Newton, Conn. A line of baked goods, including fruit cakes, gingerbreads and cookies is being marketed in selected areas with the object of eventual national expansion.

Daum Goes to Usen Canning

Arnold E. Daum, formerly Boston zone sales manager for Burroughs Adding Machine Co., Detroit, has been appointed sales manager of Usen Canning Co., Boston manufacturer of Tabby cat food.

McCreery Wins Prize

James McCreery & Co., New York, is the winner of a \$100 prize in a nationwide window display contest sponsored by International Handkerchief Mfg. Co. McCreery used a display built on a Redbook fashion idea called "Match your hankie with your scent." The display increased sales 20% over normal July levels.

Acme Promotes Griffiths

G. Findley Griffiths has been appointed v.p. of sales for the Acme Steel Co., Chicago. Joining the company in 1950, Mr. Griffiths formerly was v.p. and general sales manager of the Sharon Steel Co., Sharon, Pa.

Art-Copy Gets Publication

Art-Copy Advertising, Newark, has been appointed to handle advertising by Hayden Publishing Co., New York, for its new publication, *Electronic Design*.

West Leads in Construction

With slightly over 13% of total U. S. population, total new construction in the 11 western states has been running slightly less than 19% of the total of all U. S. construction for the past two years. Figures shown here are from the Stanford Research Institute's "Western Resources Handbook."

	11 Western States, 1950	% of U. S. Total	11 Western States, 1951	% of U. S. Total
Total New Construction (Millions of Dollars)	\$5,182.2	18.6	\$5,635.0	18.9
New Public Construction (Millions of Dollars)	1,429.6	20.1	1,846.3	20.4
New Private Residential Building (Millions of Dollars)	2,424.0	19.2	2,305.7	21.1
New Private Non-Residential Building (Millions of Dollars)	1,109.7	16.1	1,251.2	14.6
New Urban Dwelling Units Authorized (Thousands)	164.68	19.6	113.93	19.0

Air Reduction Boosts Twining

E. W. Twining Jr., formerly assistant Philadelphia sales manager of Air Reduction Sales Co., New York manufacturer of welding and cutting equipment, has been transferred to Boston as New England manager. Mr. Twining succeeds A. S. Blodgett Jr.

O'Neill Joins Sutton

G. Peter O'Neill, formerly on the staff of Roy S. Durstine Inc., has been appointed district manager of Electrical Equipment and Contractors' Electrical Equipment, Sutton Publishing Co. publications, in the territory of New Jersey and eastern Pennsylvania.

WEYE Starts Operation

WEYE, Sanford, N. C., began operation Oct. 3 on 1290 kilocycles and 1,000 watts. The station is affiliated with Gold Leaf Broadcasting Co., a regional network, and is owned by Waldo W. Primm.

In Northern California, KNBC reaches more people—more often than any other radio ^{OR TV} station

BECAUSE KNBC'S 50,000 watt, non-directional transmitter gives wide circle coverage, that includes the extensive San Francisco-Oakland Metropolitan Market, and all the thriving PLUS-Markets of Northern California... like this—

WHILE the other two 50,000 watt stations, with directional transmitters, give an elliptical coverage... like this—



AND television—like this—covers a small 60-mile radius, with only about 45% of the families in the area owning sets.

KNBC SAN FRANCISCO
50,000 WATTS • 680 K. C.

BECAUSE OF WIDE CIRCLE COVERAGE AND PROGRAM POPULARITY KNBC IS NORTHERN CALIFORNIA'S NO. 1 ADVERTISING MEDIUM

Represented by NBC Spot Sales. In the Southern States, represented by Bomar Lowrance and Associates, Inc., Charlotte, North Carolina

Hollywood Comes Out on Top in Battle with N. Y. as TV Programming Capital

HOLLYWOOD, Oct. 15—The one-hot debate over whether Hollywood or New York would be the eventual television center of the country is now over—at least as far as people here are concerned. They take the attitude that "if Hollywood isn't now the center of the industry it will be so soon it's not worth discussing."

There is a sound reason for this feeling. Today, there is so much activity in the television film business it is difficult to come up with any statistics that will be accurate tomorrow. But it is certain that no less than 40 sponsored programs on the air this fall will be produced on film in Hollywood.

An informed estimate is that, by November, this total will reach 52. Another equally reliable source places the total at close to 90 "by Christmas." At the beginning of September, one company revealed it had bids in on 40 different programs. Requests for bids don't necessarily mean a program will go on film, but they do indicate the extent of interest in film. It can be expected that a good number of these 40 programs will wind up on film within the next few months.

■ The reasons advanced here for the trend toward film and Hollywood are the same used in previous—and leaner—years. Film permits technical excellence that is not possible on a live show. Just as in radio taping, a film can be edited to eliminate all flaws, fluffs and other boners. An example of this is the Groucho Marx, "You Bet Your Life," quiz show. An hour of film is shot. Edited down to a half-hour, the program is tightened up and all slow or objectionable scenes are cut.

Sets can be changed more efficiently. Greater latitude is gained for necessary costume changes. The physical limitations of live shows to two, three or four sets do not hold when film is used. Outdoor scenes can be shot. Some live shows, of course, have been using film inserts, but these have their limitations. A notable example of this technique was the "Skelton Scrapbook" portion of the Red Skelton show last year. This fall, the entire show will be filmed.

Once the advantages of film are accepted, Hollywood people can visualize no other place for production but here. They point out that the talent, the technical skills and production facilities of the movie capital are incomparably superior to those anywhere else, despite many attempts in the past to rival them elsewhere.

■ Most important to the Hollywood argument is the fact that the costs of live production and film production of the same program now are about the same. In most cases where the cost of filming a program is higher than the cost of producing it live, the differential results from the desire for greater scope, film people say. Frequently a program is switched to film to get bigger and more sets, to employ location shooting, etc., thus raising production costs.

The strong trend toward film is partly a result of a definite change in attitude in New York. According to Isidore Lindenbaum, head of Filmcraft Productions, sponsors no longer debate the merits of live shows vs. film, but rather ask the question: "How can this program be done best?" Film production is not regarded as an unusual step. It now is a basic consideration to be investigated when planning production.

The so-called "competition" be-

tween Hollywood and New York is a complete myth, Mr. Lindenbaum asserts. "The two cities are one community, entertainment-wise." Distance is no obstacle, because of the telephone, telegraph and fast plane service between the two. In addition, there appears

to be a trend toward New York executives giving their Hollywood representatives more authority for spot decisions. This is accompanied by the location of "more important" personnel in Hollywood.

■ The growth of the television film industry has had a substantial impact upon the movie industry, since most of the people making television film came from the movie industry. A statistical measurement of this impact is furnished by employment statements

and estimates from the motion picture guilds.

These figures show that 375 of the Screen Writers Guild's 1,259 active and associate members are employed regularly in the television field; one-eighth of the Screen Actors Guild's some 8,000 members are steadily employed in television production, and one-seventh of the Screen Directors Guild's 700 members also are employed in TV.

No similar figures are available for the Screen Producers Guild.

However, the shift of an increasing number of movie producers to television was viewed with much concern this past August in a feature article in the guild's journal. The article called the motion picture magnates' policy of not providing regular employment to producers "shortsighted," and warned:

■ "Face the facts. We are losing important manpower to the television business. We are handing over to a merciless competitor en-



Sales

tirely too much indispensable experience and costly training. There is no other industry that would so blithely provide its contemporary competition with the very essentials it so sadly needs."

The major motion picture studios still are coy about getting into the television field. The coy results from at least two facts: First, theater exhibitors object strenuously and vocally, and second, they still stand to make more money from theatrical exhibition.

Although the situation still is in a state of flux, Republic and Monogram have apparently abandoned announced plans for television production. Universal-International is making at least one series through its subsidiary, United World Films.

It can be said that Columbia Pictures is in television film production even though Columbia will deny it. Actually, Ford Motor Co. has contracted with Screen Gems to produce a series for "Ford Theater." Screen Gems has the

same address and same telephone number as Columbia. In addition, it uses the Columbia lot for production. When one calls Screen Gems, the operator answers "Columbia Pictures." Screen Gems' publicity also is handled by Columbia Pictures. Officially, however, "there is no connection whatsoever between the two."

■ The series for Ford will have top star names. Signed for the first films were such stars as Joan Caulfield, Herbert Marshall, Dick

Haymes, Diana Lynn, Mark Stevens and Ellen Trent. None of these are contract players. The ban on studio contract players making television appearances still appears to hold.

The trend from New York to Hollywood also is apparent in the commercial film field. Harry McMahan of Five Star Productions, largest exclusively commercial film producers on the West Coast, estimates that this year the New York-Hollywood commercial production ratio is New York, 60%

and Hollywood, 40%. He predicts this ratio will be reversed next year, with New York eventually producing only about 33% of the commercial film.

Mr. McMahan believes the trend toward Hollywood film production will have a significant effect on the agency picture in southern California. In radio, one man could come from the East and handle production. Television requires more personnel and there are more decisions to be made. A number of agencies already are locating more important personnel here and strengthening their branches here.

There's no question but that Hollywood television film production has come a long way since 1948, when just one film was in production for sponsored showing. At that time, predictions were made that, eventually, 75-80% of all television programming would be on film. Now that Hollywood film production is getting into full swing, such extreme predictions seldom are heard. But it now appears to be the general opinion that better than half of the programming eventually will be on film. And here, of course, that means "made in Hollywood."

Hillman Women's Group Hikes Price of Books. Lowers Rate

Effective with the February, 1953, issues, Hillman Women's Group is raising the cover price of *Real Story* and *Real Romances* to 25¢. It also will add 24 editorial pages to each book.

Although it feels the improved books may maintain present circulation despite the price change, Hillman's is giving the advertiser the benefit of the doubt by lowering its advertising guarantee, effective with the January issues. A b&w page, formerly \$2,450, will be \$1,900. All other rates will be reduced accordingly. Advertisers using the January issue, the company points out, will have the benefit of a possible 200,000 circulation bonus.

Weiser Named Publisher of 'Down Beat' Music Magazine

Norman S. Weiser, formerly associated with the Chicago office of Billboard Publishing Co., Cincinnati, has been appointed publisher of *Down Beat*, Chicago musical publication.

Associated with *Radio Guide* as an associate editor, Mr. Weiser later became one of the founders of *Radio Daily*. During World War II he was chief of the personnel narratives division, AAF. He is the author of two textbooks on radio writing and served as president of Commonwealth Publishing Co., New York.

Tie in on Canadian Drive

A joint campaign for Associated Salmon Cannery of British Columbia and Maple Leaf Milling Co., Toronto, is now running in daily newspapers and weekend papers. The double-page, four-color rotogravure ads feature an illustration of a casserole dish called Salmon Supreme, made with salmon and Tea-Bisk, a recipe for which is given. James Lovick & Co., Vancouver, is the agency for the cannery and Cockfield, Brown & Co., Toronto, for Maple Leaf Milling.

Brown & Haley Opens Drive

Brown & Haley Co., San Francisco candy manufacturer, has opened its first major promotional campaign in the San Francisco Bay area on behalf of its Mountain Bar. Two-color ads in the area dailies are combined with a half-hour weekly dramatic program, the Brown & Haley candy theater, on KPIX Tuesday evenings, on a 26-week schedule.

Names Towne Advertising

W. L. Towne Advertising, New York, has been appointed to handle advertising for Trident water meters, manufactured by Neptune Meter Co., New York. The agency has been handling Neptune's petroleum, industrial and foreign meter advertising for several years.

Plotting a course for bigger sales on the Pacific Coast? Better check your bearings carefully. Remember that, while the seven big metropolitan markets account for 65.6% of the Coast's retail sales, a fat 34.4% is scattered beyond metropolitan area limits . . . beyond the reach of most media.

ahead!

Only the Columbia Pacific Radio Network points the way into the entire West Coast market. Only Columbia Pacific—with its maximum-power stations in the bigger markets carefully balanced with lower-power stations in the more compact markets—takes you into both the metropolitan and the rural areas simultaneously. Because only Columbia Pacific has power where the people are, encompassing an area where 97.2% of the Coast's population lives . . . where 97.0% of the Coast's retail business is done.

And Columbia Pacific consistently delivers the Coast's biggest audience, with higher average ratings than any other Pacific regional network.

To buoy up your sales all over the West Coast, set your course by the . . .

COLUMBIA PACIFIC RADIO NETWORK
Represented by CBS Radio Spot Sales

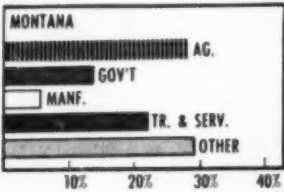


Sources: Sales Management 1952; BMB 1949; NRI Total Day, Jan.-July 1952

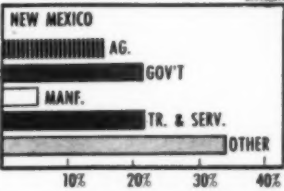
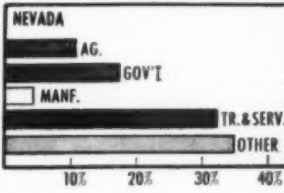
Agriculture, Lumber, Mining Still Important in the Western Economy

(Continued from Page 59)

Montana is above average in the per cent of total income from agriculture; below average in the per cent of income from government, manufacturing and trade and service:

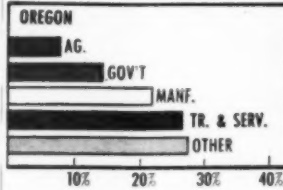


Nevada is above average in agriculture, government income and income from trade and service; far below average in manufacturing.



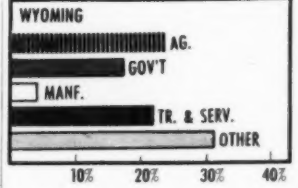
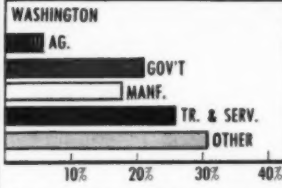
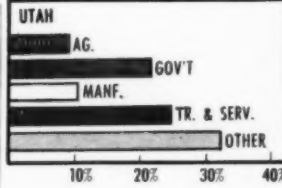
New Mexico is above average in agriculture and government income; below average in manufacturing and trade and service.

Oregon is slightly under the national average in the per cent of total income and agriculture, government and manufacturing; slightly above the national average in trade and service income:



Utah is above average in agriculture and government income; below average in manufacturing and trade and service.

Washington is below average in manufacturing and agriculture;



service. These charts highlight the important variations from state to state. But they also imply that each state is equal in importance to every other state as a market. This, of course, is not true.

In order to gain a more accurate perspective, here is a tabulation of the total income payments to individuals in 1951 and, for purposes of comparison, in 1941 (this is income received from all sources during the year by the residents of each state, as compiled by the Commerce Department):

	1941	1951	% of the Total of All 11 States
Continental U. S.	92,269	242,947	—
Arizona	287	1,151	3.2%
California	7,044	21,306	59.1%
Colorado	695	2,138	6.0%
Idaho	278	800	2.2%
Montana	372	1,026	2.8%
Nevada	107	347	1.0%
New Mexico	222	916	2.5%
Oregon	824	2,572	7.1%
Utah	329	1,008	2.8%
Washington	1,501	4,257	11.8%
Wyoming	174	508	1.4%
Total, 11 Western States	11,833	36,049	

In the ten years from 1941 to 1951, the western states' share of the total U. S. income increased from 12.8% to 14.8%.

Mining, petroleum, forestry and the other extractive industries generally are more important in the western economy than in the economies of other parts of the country.

Possibly the most concise review of the status of mining, petroleum and forestry in the West appeared in the December, 1951, issue of *Industrial & Engineering Chemistry*. The material was prepared by A. C. Byrns and Fred Lohse of Kaiser Aluminum & Chemical Corp., Oakland, and forms the basis of the following spotlight review of the extractive industries.

Gold, of course, was the magic word that stepped up the westward movement. But while the gold of California (and the borax of Death Valley) brought wealth and people to the West, other natural resources have long since exceeded them in importance.

The problem is not one of availability of raw materials, but rather of distances, transportation and markets to justify the development and use of raw materials.

Petroleum and natural gas have been and continue to be dominant factors in the economy and development of the western states. At a time when coal was expensive, pioneer California refineries supplied fuel oil to isolated areas.

Fuel for autos has, in turn, opened up new areas for the production of other raw materials. Principal sources of western oil are California, Wyoming, New Mexico and Montana and—more recently—Utah. Recent developments in the mountain states may well stimulate general industrial expansion in this area, as it has in California.

Although coal has not played an important part in the industrial development of the West, it is found in all 11 states and is produced in five of them. The two principal restrictions on the use of coal have been distance and quality. But since methods have been developed which permit the use of lower quality coals for coking purposes (particularly in Utah), the tremendous coal reserves mean that the West has a fabulous chemical industry and general industrial potential.

Steel capacity in the western states now is nearing 5,000,000 tons

STOCKTON a KEY Market in Northern California



Total Retail Sales
1951*: \$256,201,000

(*Source: Consumer Markets 1952-1953)



MARKET FACTS: The Stockton Metropolitan Area (San Joaquin County) 1950 population 200,750, has grown with vigor during the 1940-50 period. Here are some examples: Retail sales are up 264% . . . Wholesale trade is up 249% . . . Population increased 49% . . . Industrial wages increased 300% . . . Industrial employment advanced 123% . . . Gross cash farm income (San Joaquin County) increased 286%.

Stockton's ocean port handled 1,539,425 tons in 1951, 782,268 tons inbound, 757,157 outbound; Served by three trans-continental railroads; First in manufacturing in California's inland valleys, Sixth in the U. S. in gross farm income; First in agricultural diversification; Distribution and retail center of the growing Stockton Trading Area of 259,810 people.

Represented Nationally by Cresmer & Woodward, Inc.

... to sell this market the ...

Stockton Record

... offers a one newspaper buy.

94% coverage of the Stockton ABC City Zone, population 114,835.

No out-of-town newspaper gives you merchandisable coverage of this Key Northern California Market.

a year and includes plants at Seattle, Portland, San Francisco, Los Angeles, Pittsburg, Fontana, Torrance, Geneva, Utah, and Pueblo, Colo.

While 5,000,000 tons is only a fraction of the total U. S. output, it is a larger amount than is produced annually in Japan or in Czechoslovakia and Poland combined.

The burgeoning metals industry is supplying iron, lead, zinc, copper, aluminum, magnesium to western consuming industries. Automobile assembly plants (some 750,000 cars and trucks were produced in 1952) and aircraft factories are making increased demands on western mineral products.

Smelters now are in operation in many parts of the West and are now a major chemical process industry. As yet there has been little production of pigments and similar products from metals, but the raw materials are available.

Most recent additions (or expansions) to the mineral picture are manganese, vanadium, cobalt, metallic chromium, titanium, the platinum group metals and many others.

As a result of the current shortage of sulfur, there is increasing demand for development of western low-grade sulfur deposits, and a Wyoming plant now is in operation. In addition, many of the smelters which sent sulfur up the smokestacks now are recovering the substance and petroleum refineries also are exploring its value as a by-product. As the chemical industries expand, ample sulfur undoubtedly will be produced.

Among the oldest industries in the West is the Death Valley Borax operation. California still contains the world's largest reserve of boron minerals. Other salts mined include soda ash in California and Wyoming; potash in Utah and California; common salt in California and Utah; lithium salt in California, and sea water products, including magnesium and calcium chloride, bromine, synthetic gypsum and magnesium oxide.

Non-metallic minerals of economic importance include phosphate rock in Idaho, Utah, Wyoming and Montana; clays for bricks and ceramic materials; bentonite clays (for oil drilling muds); barites; silica; limestone; magnesite and fluorospar. Most of the latter are found in many parts of the West.

The importance of these resources to expansion of western industry is obvious. And the potential manufacturing capacity is evident from brief consideration of the fact that only 40% of the industrial, mining and construction equipment used in the West is made in the West. Further, only about 15% of the western agricultural equipment is made in the region.

One of the basic industries since pioneer days has been the lumber business. It has always been a major industry in the West. In recent years, by-products have become increasingly important and newspaper publishers frequently cast covetous glances to the potential Alaskan pulp wood resources.

West Coast fisheries for decades have been an important source of revenue. However, in recent years, competition from the Japanese fishing industry has seriously curtailed the American industry. The tuna fleet, for example, is only a fraction of its former size. However, salmon fisheries continue to prosper.

Although mining, forestry and fishing are important supports of the western economy, manufac-

turing industries account for a much larger proportion of western income.

Until 1939, almost half of the factory jobs were found in the lumber and food industries. But, during the expansion from 1939 through 1947, food and lumber industry jobs increased to a lesser extent than did jobs in other industries. In fact, only about 20% of all the new jobs during those years were created in the food and lumber fields.

The number of jobs available in the chemical and metalworking industries has almost tripled with the result that they now are of equal importance to food and lumber. Other expanding industries include apparel, machinery and electrical equipment.

This diversification of industry is the salient feature of prewar, wartime and postwar expansion. It has not been an entirely smooth process, however. Power construction did not keep pace with general expansion of industry and expansion has not been stepped

up until the past few years. Thus, there has been a critically serious shortage of power in the Pacific Northwest.

But this is a measure of the total expansion as well as a critical situation. For when the huge hydroelectric plants first were undertaken in the Northwest, critics declaimed at length on the "fact" that it would be patently impossible to consume the power the installations would be capable of producing.

Development of modern industrial techniques demands a sufficient market for products. This, as much as anything else, has had a tendency to hold back industrial expansion in the West until recent years.

As has been pointed out in the columns of *Electrical West*, the 20,000,000 citizens of the western states "are of about the same number and occupy approximately the same area as the U. S. of 125 years ago. . . Naturally, then, manufacturing in the West to date has been largely geared to local con-

Census Bureau Correct? Tucson Objects!

More people live outside of Tucson (in the eight mile metropolitan area) than live inside the city limits. The 1950 Census gives Tucson 45,454, and these are ALL inside the city limits. You've gotta have 50,000 in your city limits to rate a metropolitan area count. We're sure we have close to 160,000 people here. Why? The telephone company has 47,500 telephones in service. The electric company has 45,588 service connections. And we're darn certain there isn't a telephone for every person listed only in the Census Bureau tabulation. We've grown tremendously, but we haven't extended the city limits due to a 10% increase limitation law on municipal budgets from one year over the preceding year. More people buy from outside Tucson than live in Tucson.

If you would like the truth send to KCNA, Box 2348, Tucson, Arizona for the Chamber of Commerce Fact Book.

KCNA is the big 5000 watt station (no TV) serving Southern Arizona at 580 near the big wide end of the dial.

Southern, Arizona . . . the Sunshine Capital of the World!

YOU HAVE 4,474 reasons why

You Should Advertise Regularly In WESTERN FAMILY

If your product is food, drugs, or any other household article that can be sold through super markets on the West Coast...then you should be advertising regularly in Western Family. Here's WHY...

DISTRIBUTED THROUGH 4,474 SUPER MARKET outlets, Western Family is placed in the hands of shopping housewives twice a month with the compliments of their friendly grocer. And, every month these grocers ask for additional copies over their paid subscription quota.

LARGEST WESTERN CIRCULATION of any magazine published. Western Family offers a paid circulation of 863,000 in 8 Western States, Hawaii and Alaska (900,000 guaranteed in January '53).

OVER HALF THE FOOD VOLUME in eight Western States is done by associates of ONE company...Pacific Mercantile...and ONLY WESTERN FAMILY gives effective coverage of the super markets in this group.

AT THE RETAIL LEVEL an experienced group of merchandising men are constantly at work for Western Family advertisers.

17 OF THE NATION'S TOP 25 food and drug advertisers carry substantial schedules in Western Family to reach the 2,675,000 readers of every issue.

ONLY WESTERN FAMILY can offer you so much to help you capture the important West Coast market.



Ask your Advertising Agency to give you all the facts about how "Western Family" can serve you.

WESTERN FAMILY

1300 N. Wilton Place • Los Angeles 28, California • Phone: HOLlywood 9-8331

NEW YORK
JUdson 2-1455

CHICAGO
RAnolph 6-6225

SAN FRANCISCO
YUkon 2-0746

SEATTLE
RAInier 9219

sumption or the cost of shipping from eastern or midwestern points or both; especially is this true of commodities having a low value per unit of weight.

"The manufacture of articles having a low value-high weight ratio will continue to give western industry its greatest impetus, especially now that basic iron and steel semi-manufactures will be available at substantial savings to the fabricator from Geneva [Utah] and Fontana [California].

"This is not, however, the whole story by any means, for there is every evidence that the West is rapidly becoming a major production area of high value commodities for national markets, to say nothing of exports."

A number of yardsticks may be used to illustrate the development of western industry.

■ One such method is to compare—state by state—the number of industrial workers per thousand population. These data, plus other figures which round out the trend picture, are as follows (all figures are for 1947, for ease of comparison):

	Pop. Density per Sq. Mi.	Per Cap. Income	Manf. Workers per 1,000	Bus. Concerns per 1,000
U. S.	48.2	\$1,319	83	16.8
Arizona	5.7	1,135	17	12.2
California ..	62.6	1,657	54	16.9
Colorado	11.0	1,447	38	19.1
Idaho	6.3	1,306	29	17.0
Montana	3.3	1,677	29	21.0
Nevada	1.2	1,860	14	21.3
New Mexico ..	4.5	1,048	11	16.7
Oregon	16.0	1,284	60	18.6
Utah	7.8	1,208	31	16.0
Washington ..	35.2	1,419	52	16.6
Wyoming ..	2.7	1,458	15	18.6

■ There are some important factors that do not show up in the statistical analyses. Some of these are seldom discussed.

But in a talk before the Western States Council, George C. Tenney, president of McGraw-Hill Co. of California, drew a revealing sketch of the mental attitudes which have accompanied these changes.

As a westerner, he pointed out that the western states grew a great deal in value added by manufacture compared with New England; almost as well compared with the Middle Atlantic area; more than the Midwest, but the margin was slimmer.

■ But when comparisons are made with the Southwest, particularly Texas, the result is different. Texas' total industrial production still is less than that of the coast states, but Texas' rate of growth exceeded that of the three coast states. The Deep South's rate of growth has been almost as spectacular.

Since 1947, he continued, growth has been spotty in the Far West. The Korean war, of course, added to western payrolls, but it also has contributed to the expansion of industrial capacity in rival areas. The aircraft plants in the West, for example, only had to be reopened.

Mr. Tenney told the council that "any dyed-in-the-wool western booster will stand up and stack the West's resources up against those of any other section of the nation. . . However," he continued, "we have to be a little bit realistic about some of our deficiencies.

■ "No one will deny that the Northwest power situation has knocked the claims of electric power in abundance into a cocked hat insofar as this region is concerned. It's a well-known fact that we have lost new industry in the Northwest because there hasn't been electric power to motivate its machines.

"The water picture in the Southwest is not very attractive despite what some of the people say," he declared. "The controversy between California and Arizona hasn't helped. The deficiency is real and the people in industry wherever you go in the Middle West and along the Atlantic Seaboard ask about it. . .

"One thing which worries me perhaps most of all is mental attitude. [In discussing western developments with a magazine writer recently] I pointed out that the West had achieved industrial maturity in the last decade.

■ "He suggested that we refrain from using this term. He pointed out that when a man becomes mature it implies that he gets conservative, cautious, orderly, conventional and steeped in tradition.

You don't build empires, particularly industrial empires, when attitudes like that affect your judgment and your decisions.

"He said further, 'Your people in the Far West have lost the double-or-nothing, chance-taking daring that made the region great. Nowadays you've got to have a safe and sound 6%'. . . I would urge," Mr. Tenney concluded, "that people in the West regain some of the initiative, the imagination and the daring that helped make

this section of the country great."

■ A fourth major basic factor in the western economy still is agriculture.

Here, too, great changes have taken place. A great influx of population means an increased demand for food. It is uneconomic to ship perishable commodities long distances when local farms can supply the same foods. Hence, great demands have been made upon western agriculture during the past

two decades.

The planners of a great western empire must face one unchangeable fact—that only 6½% of the entire acreage in the seven western slope states is under cultivation. However, 40% of the cropland is irrigated—and that 40% is the most valuable cropland in the entire U. S.

■ Given a large population increase and a relatively small agricultural area, the logical development

**Maximum store traffic
is an absolute must for
success in the retail drug world.
In Los Angeles, America's
fourth largest drug market,
the Herald-Express carried
more retail drug lineage in 1951
than any other Los Angeles
newspaper, daily or Sunday
or daily and Sunday
combined. Proof, indeed,
that "the Herald-Express
means sales success"**



might seem to be a trend to large-scale, intensified farming. And that is precisely what has taken place in the West in recent years.

While industry has become diversified, western agriculture has become more specialized. However, the latter part of this statement must be qualified. More than half of the western farms today have fewer than 50 acres.

But this only accents the tremendous increase in size of the farms that have expanded. Here

are the data:

	Average	1945	1950	%
	1930	1945	1950	Chg.
U. S.	156.9	194.8	215.3	37.2
Arizona ...	742.7	2,880.6	3,833.7	416.1
California ..	224.4	252.3	266.9	18.9
Colorado ..	481.6	760.6	832.7	72.9
Idaho	224.3	301.3	328.3	46.3
Montana ...	940.3	1,557.4	1,688.7	79.5
Nevada ...	1,185.6	1,801.7	2,271.2	91.5
New Mexico.	981.5	1,670.6	2,013.7	105.1
Oregon	300.1	312.9	339.8	13.2
Utah	206.7	391.7	440.2	112.9
Washington .	190.9	209.3	248.8	30.3
Wyoming . .	1,469.3	2,532.6	2,727.1	85.6

It is obvious that farms in Cali-

fornia, Oregon and Washington have experienced a lower than (national) average increase since 1930. Part of this results from the fact that much of the Interior Department's irrigation work has been done in these areas, such as central California.

These projects give stimulus to the family-size (160 acres or so) farms, which employ more people and usually have a higher yield per acre (because of irrigation) than the large commercial farms.

These can be expected to increase in number. In Washington, the department expects to create some 13,000 new family-size farms in a 1,000,000-acre area, and the Provo River project in Utah will result in many more such farms.

However, the vast development of large, mechanized farms—many of them operated by corporations—has no parallel in other parts of the country. It—so far at least—is possibly one of the two most distinguishing features of western

agriculture, the other being the importance of irrigation.

This trend toward the large, specialized corporate type of farm received widespread recognition in January when a new publication, *Farm Management*, made its debut.

Although *Farm Management* is discussed in the story on "Advertising in the West" a suggestion of the trends in western farming can be had from a glance at the index. Articles discuss sales management, accounting procedures, farm public relations, income tax rules and regulations, sales promotion ideas, labor relations problems and similar subjects formerly thought to be of interest only to business men.

The western states still ship fruits and vegetables east on a large scale. In past years, however, the West also "exported" eggs, beef, mutton, milk and dairy products. Increasing population has changed all this.

Livestock production, of course, is limited by the amount of feed which can be grown on relatively limited areas of pasture land. Hence corporate type farms have turned to crops that produce high net revenue per acre. And, in addition to fruits and vegetables, cotton is beginning to attain some importance in California.

These changes explain what otherwise would be a paradox. The size of the average farm has increased (as noted previously) and the number of farms has decreased:

	No. Farms in 1945	No. Farms in 1950
Arizona	13,142	10,412
California	138,917	137,168
Colorado	47,618	45,878
Idaho	41,498	40,284
Montana	37,747	35,885
Nevada	3,420	3,110
New Mexico	29,695	23,509
Oregon	63,125	59,827
Utah	26,322	24,176
Washington	79,887	69,820
Wyoming	13,076	12,414

But the value of farm products has increased:

	1949	1944
Ariz.	\$ 203,936,908	\$ 95,383,305
Calif.	1,745,468,221	1,399,894,412
Colo.	426,482,539	250,503,779
Idaho	281,022,873	214,737,316
Mont.	279,058,735	222,710,169
Nev.	33,980,265	23,320,527
N. Mex.	81,974,896	154,748,469
Ore.	298,079,076	239,350,398
Utah	130,707,725	96,575,634
Wash.	362,066,680	354,453,176
Wyo.	121,835,629	82,900,842
Total	\$4,037,387,021	\$3,061,804,444

*Based on data from the 1945 and 1950 Census of Agriculture.

The farm income was even more spectacular in 1951, as estimated by the Agriculture Department's Bureau of Agricultural Economics:

	Livestock (000)	Crops (000)	Total (000)
Arizona ...	\$ 136,099	\$ 223,777	\$ 359,876
California ..	1,073,933	1,640,793	2,714,726
Colorado ...	362,487	171,689	534,176
Idaho	174,260	184,290	358,550
Montana ...	234,597	200,624	435,221
Nevada ...	56,563	6,281	62,844
New Mexico .	163,268	75,156	240,424
Oregon	207,872	225,589	433,461
Utah	142,533	45,468	188,001
Washington .	207,172	347,456	554,628
Wyoming ..	162,283	29,063	191,346

The "Old West"—the rootin', tootin', shoot-'em-up and raise-hell-every-Saturday-night West is passing. Instead of fast action, leather-pounding roundups, most cattle now are handled by the quiet method. The reason is simple. Cattle men don't want to run the meat off their cows. In fact, cattle now are trucked from range to range, not driven, for this reason.

Possibly a quarter of the entire farm output in the western states now comes from the corporate type of farm, and many new meth-



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The Los Angeles Evening

HERALD EXPRESS

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ods have been tried experimentally.

For example, thousands of acres in the West are useless for agriculture because they are covered with brush. One method for changing this situation has been to spray the brush to kill it, let it dry, burn it and then seed with grass from the air. The theory behind the operation is that grass seed will germinate in the ash when covered with dew and the land then will be suitable for grazing.

■ Most westerners are aware of the importance of the land to their existence—probably more so than urban residents in other portions of the country. And they are aware of the differences from state to state.

Possibly more so than city dwellers elsewhere, western urbanites are familiar with debates on water supplies, rainfall needed for good crops, conservation legislation, oil and mineral exploration developments, problems of the fishing in-

dustry and similar subjects.

In short, westerners generally are closer to the soil. A larger-than-average proportion of their income comes from the extractive industries. And it is only logical that they give these activities more attention and consideration.

Florida PR Men Elect

John Dillon, public relations director for DeLeon Springs, Florida, has been elected president of the Florida Public Relations Assn. Other officers elected are J. Peter Knowles, Coral Gables Chamber of Commerce, v.p., and Royce R. Fowell, Jacksonville, secretary-treasurer. The group will hold its 1953 meeting on the campus of Stetson University, DeLand, at a date to be selected later.

Print High School Rate Book

Richmond Advertising Service Inc., New York publishers' representative for high school publications, has published a new rate and data catalog for the high school market, which the company is distributing without charge.

Why Western Living and Spending Patterns Differ from Other Sections

(Continued from Page 59)

never-ending flood of newcomers, Westerners tend to judge people more for what they are and can do, than by their antecedents. In the areas attracting the greatest numbers of migrants, there is a lack of community identification.

Southern California is well known for this lack of community identification. It can be easily observed any time the local Los Angeles Rams professional football team is playing a visiting team from the East. The cheers appear to be equally divided between the home team and the visitors.

■ From a distribution standpoint, the West has its problems. In area, the 11 western states comprise almost half the United States. But they contain only about 14% of

the population. Of the total western population, California has 54%; the Mountain area 25.9%; Oregon 7.8%; Washington 14.8%.

Distance becomes an all-pervading consideration. It involves time and added freight costs. Very little of this distance is over level ground. Much of it is over steep grades. The highest and the lowest points in America are less than 200 miles apart.

Even in California, where western industry and population are most concentrated, the two major areas, southern California and the San Francisco Bay area, are 400 miles apart. From San Francisco to Portland, next major coast city, it is 736 miles. Seattle is 188 miles further up the coast. Other distances: Denver to Los Angeles, 1,200 miles; Salt Lake City to Den-

ver, 516 miles; Salt Lake City to San Francisco, 770 miles. These are auto miles. Air distances in most cases are considerably less.

■ Apart from distances, the immigration causes mingled purchasing patterns. The Easterner brings his own purchasing habits which must eventually be changed to conform to western conditions. There is a comparative instability as these changes take place. This can be expected to be a continuous process as new people keep coming to the West.

Researchers admit it is difficult to evaluate the effect of these changes. Apparently they are different, dependent upon the product. For example, motor oil appeals apparently the same as in the East... except that Westerners do more driving and buy more per capita.

In California, at least, beer purchasing is another matter. Surveys indicate that generally, Easterners are dissatisfied with western beers. The consequence is a "disloyalty" to brands. The average beer consumer buys three to four different brands a month.

■ Perhaps the best attitude to take toward these imponderables is that in spirit, the West is still young. The continuing influx of population keeps it in a state of change, and provides an aggressively receptive market willing to try the new and unusual.

The results of this receptiveness are typified in the development of the West as an influential leader in the fields of styles, fashions, houses and their furnishings.

An astonishing number of people move West just because they want to. In many cases, rather than people following jobs, jobs have followed the people. Such conditions attract the most venturesome and creative. Too, they force many to be just that as they wait for industry to catch up with population.

■ It might be said there has been a conjunction between the greatest movement of people into the West at the time when nationally, people have been attaining greater leisure. With more time around the home, and out of doors away from work, Easterners have been receptive to a more informal mode of living.

Adventuresome, creative people in the West have turned to clothes, houses and furnishings for expression. Their inspiration has been the space and wide range of climate and geography... mountains, ocean, desert, plains, etc.

In these settings, simple shapes enhanced by sun and the wide open spaces have made elaborate forms and minute details unnecessary. Translation of this "feeling" of indoor-outdoor living, with houses open to the sun and sky, have proved acceptably adapted to modern living.

■ From the standpoint of industry, the adaptability of western ideas for living has been capitalized upon principally in the furniture and clothing fields. In the furniture industry, California exerts an influence quite out of proportion with its actual production. In this industry, as in others, it is generally accepted that in design and styling, California has led the way, with others following.

Here again, the accent on comfort and informality in the home has helped the acceptance of modern design begun here about 12 years ago. Los Angeles—third among furniture producing centers—does about \$250,000,000 annually. This is approximately equal to the combined total of San Francisco, Portland and Seattle.

All types of furniture are made in southern California, but it is the contemporary designed furniture that has attracted attention. About half the furniture sold in

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the West is of modern design. In the remainder of the country—where ten years ago sales of contemporary were just about zero—modern accounts for about 40%. This latter figure is a reflection of the extent of copying or adaptation done by eastern manufacturers, say western furniture dealers.

■ As a footnote, furniture designers point out that development of this style leadership is not necessarily related to modern houses. Modern houses mean little to the New York apartment dweller. Yet he can achieve a feeling of spaciousness and comfort and informality through use of modern furniture.

In the apparel field, California again exerts an influence far greater than its production would indicate. Although Southern California is ranked second in the world to New York, Californians are the first to admit you could put their production "in the left eye" of New York. Some clothing manufacturing is done in Denver and Salt Lake City, but the bulk of western manufacturing is included in the \$600,000,000 annual production of the three coast states. Of this total, California accounts for \$500,000,000.

California has been basically a design and inspirational market. It has been characterized by clothing that is "open," "free," "unsophisticated." Most companies, being young and small, do not have traditions and have been quick to accept new ideas. Because of the climate, most attention has been given to casual clothing.

■ Some idea of how this influence has grown is seen in this informed estimate: In 1942, 80% of the shirts sold nationally were dress, the remainder, sport. In 1952, only 40% were dress shirts.

Up until recent years there were few manufacturers able to approach the mass production of eastern manufacturers. Now, some of the larger companies have diversified their lines and are getting volume. Catalina, the swim suit manufacturer, and others have a broad line of casual and sports wear. Levi Strauss of California, San Francisco, famed for its "Levis," has a new wool shirt line.

California manufacturers particularly have done much to create a "California" consciousness in all fields where style and design are important. All the furniture manufacturers add "of California" to their names. Apparel manufacturers never leave any doubt that they have "California" designs and styling.

Publicity has had much to do with the acceptance of western designs and styling in all fields. Western architecture, house interiors, furniture and other furnishings and apparel, principally casual, have been original in conception, bold in their use of colors and design. As such they have made news. As news they have received an almost continuous coverage in all the consumer magazines concerned with these subjects.

■ In recent years, the West has also been a fertile exporter of ideas. Among the most recognizable in the East has been the drive-in restaurant. And typical of the speed of developments is the fact that the drive-in as such is already on its way out in the West.

Even in the West where all-year operation is practical, high rents, high operating costs and high wages make it difficult to run a drive-in at a profit. This has been overcome by the development of a combination drive-in, cocktail lounge, coffee shop and dining room.

By offering four distinct services, a balance is achieved that makes profitable operation possible. No matter what time of year it may be

anywhere, or what time of day, one feature of the combination affords a needed service. There is said to be much interest in this type of operation on the part of eastern operators.

■ A current phenomenon in the food and appliance field is the freezer-food plan. Started in Los Angeles some two or three years ago, it has snowballed across the country. A recent estimate placed freezer-food plan sales in Los Angeles at 6,000 monthly. Another estimate shows California with a home freezer saturation of 11% as compared with 9% nationally.

Understandably, food retailers have watched this development very closely. The initial concern, however, has now subsided. Many authorities claim there is no evidence of loss of business by markets to the plans. There has been a substantial increase of frozen

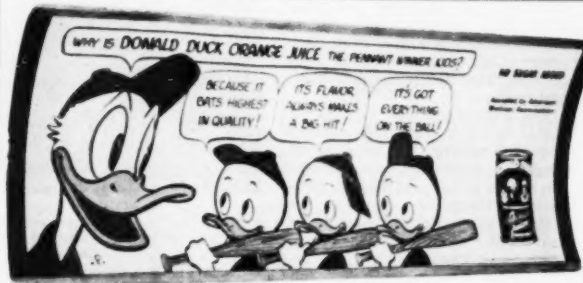
food sales in markets.

■ A good number of food retailers have tied in with the plans. But there is no marked trend in this direction. In general, the attitude of food retailers appears to be that acceptance of food plans on a permanent basis requires too great

a change in buying habits.

The average housewife still must buy many needs in food stores almost every day. It is more practical to buy frozen foods at that time, because it is difficult and confining to plan meals far ahead as required when eating from the freezer. Based on this reasoning it

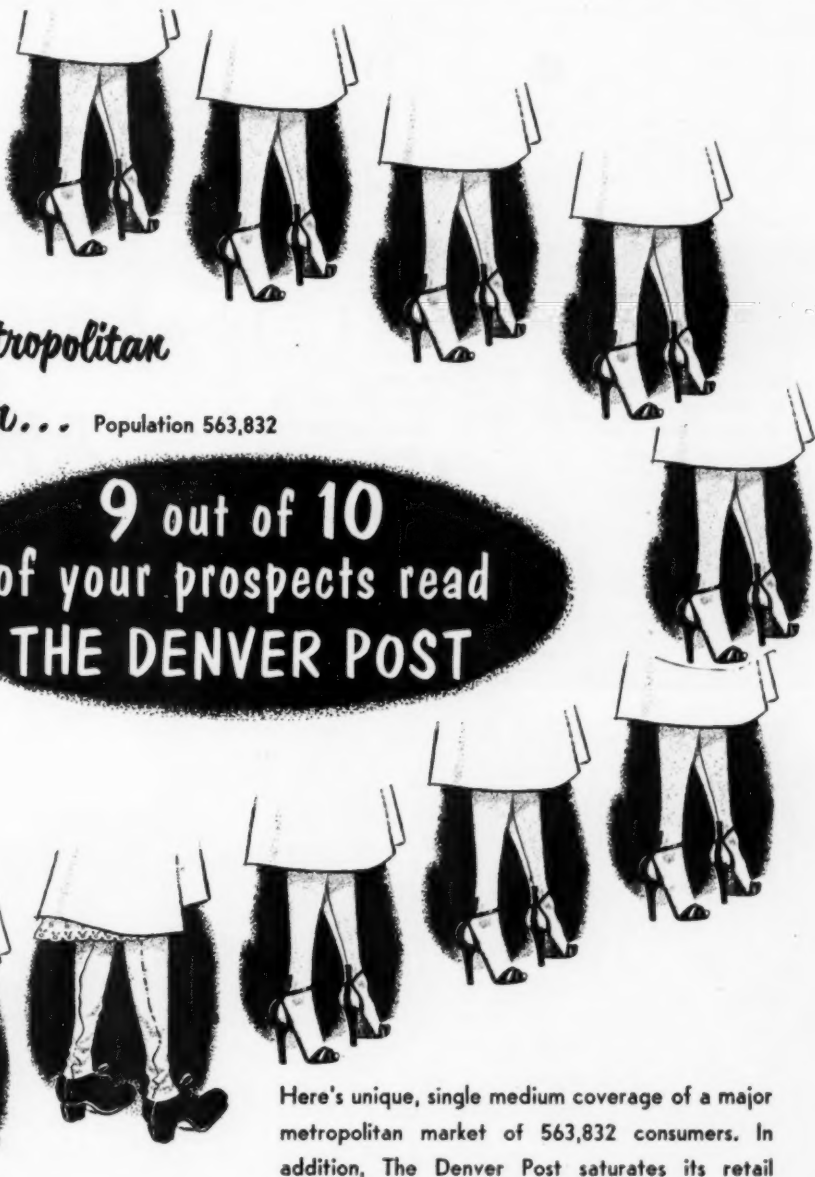
is felt by many that the plans are a good gimmick to sell freezers, but after the food originally purchased is used up, the consumer will return to normal buying habits. Consumers will find too, it is said, that they can buy as cheaply from their market as from a plan. This is particularly true where discounts



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DONALD DUCK Frozen Orange Juice Concentrate, introduced on car cards in San Francisco during 1949, has continuously used car cards and traveling displays in San Francisco and continuously outsold its nearest competitor at least 2 to 1!

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September 30, 1951



THE DENVER POST

The Voice of the Rocky Mountain Empire
PALMER HOYT, EDITOR AND PUBLISHER

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are offered for case purchases. Many are following this latter practice.

Actually, food-freezer plans are but one of a number of ferments in the rapidly changing food retailer picture. Sharply increasing operation costs, particularly wages in the West, have been putting a firm squeeze on profits of food stores. The addition of non-food items has been the most spectacular result of a search for added volume. Added departments include toiletries, light hardware, nylon hosiery, toy and magazine racks, ties, and even clothing and appliances.

Not all of these innovations have originated in the West, but for several reasons, western food store operators have carried them further and done more with them. Western grocers are not as tradition-bound. The normal store is a supermarket with far more room to add new departments than its eastern counterpart. The continually expanding population makes

necessary a comparable construction of new markets to serve it. These new markets can be built to accommodate added departments.

Supermarkets can be larger in the West because they draw upon larger areas. As mentioned before, mobility is a characteristic of the West. People are accustomed to go considerable distances for their needs. The percentage of automobile ownership is higher than elsewhere. California alone has 10% of the automobile registrations nationally.

The automobile has thus had a major effect in creating markets and determining the location of shopping centers. Shopping centers are now a recognized fact in marketing. Shopping centers are planned to create a maximum of draw and traffic for the stores in them. A typical center may include one or more markets, department stores, drug stores, and chain and variety outlets.

The addition of non-food items has been spurred by the develop-



NEW EFFECT—The Market Basket super chain has adopted this unusual identification device, designed to duplicate a woven basket. This store is in Los Angeles.

ment of the rack jobber. A good example of this service to retailers is the Handy Spot organization in Los Angeles. Outstanding in the toiletries field, Handy Spot is now serving 2,200 markets in Southern California, and close to 1,000 markets in the San Francisco Bay area. In 1951, the Los Angeles area volume of this company was slightly

more than \$5,000,000.

The sales pitch of the rack jobber is basically the same in all lines. Handy Spot tells the grocer that he can get a higher margin of profit from toiletries than from food items, and they add volume at no cost. On the other hand, toiletries are a specialized field. If the grocer tries to handle toiletries as he does his regular staples, he will learn that the added time and work, and potential bad buys, can make them unprofitable.

Handy Spot says it is an organization of specialists. Racks are owned, rented or sold on a control basis to the grocer. From there on, the grocer need only ring up the sale. The Handy Spot man brings in the merchandise, price and tax marked. Racks are stocked according to size. A 16-foot gondola would carry all 500 items in the Handy Spot line (it includes all major national brands); a 4-foot rack usually carries about 300 items.

Tax is collected and paid by Handy Spot. There is a choice of two prices. One is for the large volume store, the other is slightly higher for stores which depend on markup rather than volume for profit. Turnover is watched closely. Slow moving items are replaced in the line; the grocer can return items which do not move for him.

The claim is made that using Handy Spot, a grocer can net from 20 to 25%, as compared with the potential net of 30 to 35% when toiletries are purchased from manufacturers. But using the service, the grocer has no responsibility for the rack; no labor is required. A Handy Spot representative estimated that toiletries account for 2% of the total volume in a market, and 4% of profit.

For the past year or more, Handy Spot has been running an extensive schedule of full pages in Los Angeles metropolitan dailies. These ads urge, "Look for This Sign (Handy Spot) in Your Food Market." They are paid for by co-op money. The company is legally set up to get retail benefits. Its method of operation takes it out of the class of a wholesaler or distributor.

Despite the success of this and other rack jobbers, there are authoritative sources that believe the trend is away from rack jobbers. This trend stems from the grocer's unending search for more profitable volume. It follows a definite pattern.

A toy rack jobber, for example, approaches the grocer with the pitch that such a rack takes little space and can add to his volume and profits. The grocer likes the idea. He is doubtful that he could order and price properly, or that he can set up a toy section without loss of valuable space. He therefore signs up with the toy rack jobber.

After a period of time, the grocer begins to feel he knows how to handle toys. When this time arrives, he gets rid of the rack jobber and begins to order direct, in order to get the margin that has been going to the rack jobber. There is strong evidence of this trend in the operations of Certified Grocers of California, largest food cooperative in the country, and said to be the largest wholesaler or distributor of food in the nation.

Certified set up a toiletries department about a year and a half ago. Today its volume is reported to be close to that of Handy Spot in Southern California. This same report estimates Certified will be number one in that field in a year or so. Certified toiletries are prepared in the same manner as Handy Spot merchandise. But they are ordered in the same fashion as

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IDENTIFICATION—The high tower provides excellent identification for this Lucky supermarket in San Leandro, Cal. It was built in 1947, and already the architecture has changed—notably, window space is being replaced with wall space.

are other grocery items. The grocer handles toiletries in the same manner as other grocery items. Certified will provide a lower-cost service similar to that of Handy Spot, but doesn't recommend it, and few grocers are using it.

■ Adding up the non-food items sold in markets, it is apparent the trend is back to the old-time general store—and even beyond that. Current developments make it difficult to talk about food stores without getting on the subject of drug stores.

A good number of the most recently opened markets include drug stores, complete with pharmacist. Some drug stores are opening with complete market setups. Drug and food stores which operate independently are jointly leasing space in the same structure.

Few care to venture any opinion as to how far the combination "drugocery" will go. On this subject, the report made by Rexall after one year of operations in the Owl Lucky Star combination in Ontario, Cal., contains some interesting information.

■ The report states: "The drug-store traffic in such a combined operation shows a tremendous increase because women visit markets on an average of four times as often as they do drug stores. . . figures show a 600 to 700% increase in cosmetic pick-up lines.

"...the sale of items common to both grocery and drug stores (paper goods, insecticides, soaps, housecleaning needs, sundries, etc.) has been almost fantastic." The report reveals that so far as more expensive drug store merchandise is concerned, and products like vitamins, remedies, hair preparations, foot products, a salesperson with product knowledge is required.

Continuing, the report states: "A typical month's operation at Ontario will find the drug end of the picture contributing not quite 13% of the total volume while the combined grocery, meat and produce departments will account for 80% of the volume. The remainder is done by liquor and cigars.

■ "Despite this, drug sales will account for over 40% of the entire store's total net profit, while the grocery, meat and produce departments combined account for 50% of the entire store's total net profit. This disproportionate drug profit is, of course, accounted for by the much larger gross profit enjoyed on the sale of most drug store products.

"In light of these figures it is no wonder that more and more grocery stores are selling more and more drug store products." Since that time, Rexall has opened the Big Owl drugocery in North Hollywood, and is reported considering additional outlets of this type.

Drug stores, for the same reasons of higher operating costs that

are pushing food stores, are trying several patterns. Today, there are four types of drug stores in the West: the conventional, which still dominates; semi-self-service; completely self-service; combination drugoceries.

■ The reason for these variations from the conventional is seen in these comparative figures of labor costs in them: conventional, 20%; semi-self-service, 15%; self-service, 10%; combination, 7 to 8%. Basically, these differences are ac-

counted for by volume of business.

In each of the variations from the conventional, the goal is more dollar volume per square foot and per work hour. Theoretically, the self-service offers the greatest return, but there are many pitfalls. In a given circumstance, a conventional store could be most profitable. When considering the various types it has been found there are many vital factors, such as competition, potential volume, adjacency of good highways, and the flow of consumer traffic in the area.

The most recent development, and thus least stabilized, is that of the self-service drug store. Although most, if not all such stores are operated by chains, they function in direct opposition to normal chain policy. Instead of a low-wage manager taking almost 100% direction from headquarters, self-service managers are usually paid on the executive level (as much as \$25,000 per year), and operate much like a self-contained independent.

■ This independence covers buying, advertising and merchandising—which is done locally—and every phase of operation. This type of store depends on volume for profit. Prices are very competitive. In place of the conventional 40% gross margin, a self-service shoots for 30%. When it is realized that a conventional store



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The Greatest Single Advertising Medium In The Fast Growing - Wealthy Pacific Northwest

THE XL STATIONS	KXLI-Portland	KXLI-Butte	KXLI-Missoula	KXLIQ-Bozeman
	KXLY-Spokane	KXLIK-Great Falls	KXLIJ-Helena	
New York 17, N. Y.	Hollywood 28, Calif.	San Francisco 4, Calif.	Chicago 1, Illinois	
347 Madison Avenue	6381 Hollywood Blvd.	79 Post Street	360 North Michigan	
The Walker Company	Pacific Northwest Broadcasters	Pacific Northwest Broadcasters	The Walker Company	

looks for a 6% net, it can be seen that a self-service is 4% in the hole unless it achieves volume. This is exactly what has happened in some cases. However, experience has revealed a properly located and managed self-service drug store can increase volume 300 to 400% in the same location.

Self-service operations buy direct. This immediately eliminates the average 7% required to move merchandise from a chain warehouse to the individual store. This places a premium on ordering. Storage space is reserved for bulky traffic goods or reserve stocks of promotional items which cannot be kept on the sales floor. Most merchandise should move directly to sales shelves or reserve areas in sales floor cabinets.

This type of operation also includes non-drug items. In addition to standard drugs, cosmetics and sundries, a typical store will include cameras, lighters, wallets and other leather goods, housewares, glassware, hardware, auto

accessories, paper goods, and such soft lines as socks, children's polo shirts, slacks, ties, novelties, garden tools, kitchen gadgets.

Where these developments in the food and drug field will end is a matter of conjecture. Western experience reveals there is no standard answer to the search for profitable volume to overcome increasing overhead costs. Whatever final pattern emerges it appears that distribution patterns may be inextricably mingled in the food, drug, hardware, housewares, and even clothing and appliance industries.

One added development which affects distribution is the recent growth of wholesale houses specializing in pharmaceuticals and professional products. This is almost exclusively western now, but is spreading. These houses furnish one answer to the druggist's problem of overhead in terms of money tied up in inventory.

Pacific Drug Distributors, Los Angeles, is believed the first in

this field. Started in 1946, this company has a staff of 42, and services 1,100 of the 1,600 available accounts in Southern California.

The stock in trade of these houses is fast service. They tell the druggist he need not tie up his money in pharmaceuticals, and that he can eliminate the cost of unsold or dust-gathering pharmaceuticals. Pacific Drug has seven pharmacists on its staff and keeps right up to the minute on new drug developments. These are bulletinized to the trade.

The theory behind these specialized houses is that they are the answer to the drain resulting from the sales of sundries and other drug items in other than drug stores. The answer is, they say, the druggist must emphasize his prescription business. By keeping the druggist informed of new drug products, and by same-day service, the druggist can maintain a special position among those he serves.

**You can't step
BACKWARD
into the future!**

**That's why THE TIMBERMAN offers
LEADERSHIP IN READERSHIP and
RESULTFUL ADVERTISING!**

THE TIMBERMAN In Its 53 Years of Service to the Forest Industry Has More Than Kept Pace with the Growth and Development of Lumber, Logging, and Lumber Products . . .

In the remaining issues of this year's business are 3 Outstanding Advertising Opportunities:

November, 1952 issue, distributed the latter part of October, will carry a complete report of the Annual Suenmill Operating Conference.

This is the third year for the Conference, again sponsored by THE TIMBERMAN at the request of the lumber industry. Total distribution: over 13,000.

December, 1952 issue, distributed the last of November, will feature the 43rd Annual Pacific Logging Congress created and founded by George M. Cornwall in 1909.

THE TIMBERMAN has annually told the story of the logging industry's most important meeting in more detail than any other journal. Total circulation will exceed 13,000. Forms close November 10.

January, 1953 issue, distributed the last of December, will be published as THE TIMBERMAN's 22nd Annual Plywood Review.

This annual review of improvements and developments in methods of manufacturing, offering new ideas and uses for machines, equipment and supplies, is regarded as the semi-official Year Book of the Softwood Plywood Industry. 2500 extra copies will insure over 15,500 total distribution. Advertising forms close December 1.

BRANCH ADVERTISING OFFICES

san francisco (California)

607 Market St., San Francisco 5, Calif.
Telephone GARfield 1-0426

chicago (Middle West)

1140 Garfield Ave., Aurora, Ill.
Telephone AUROra 2-4465

new york city (Northeast)

545 Fifth Ave., New York 17, N. Y.
Telephone MUrray Hill 2-7572



Today THE TIMBERMAN's editorial staff represents more trained personnel devoting all of their time, effort and ability exclusively to a single purpose — creating articles, writing material, procuring industry pictures of major interest and importance to all levels of the Forest Industry.

Today THE TIMBERMAN's circulation represents the greatest verified audience of ABC readers of any medium in the Forest Products Industries. These men are responsible for purchasing and directing buying decisions. They are the men to whom your selling messages must be told and re-told.

Today THE TIMBERMAN's advertising clientele represents the firms whose products are most widely and successfully used in the Forest Industries — who are placing the greatest volume of advertising in THE TIMBERMAN since the establishment in 1899 by our late founder and editor, Mr. George M. Cornwall.

Be sure that your advertising messages directed to the forest industry and its major departments — including lumber — logging — plywood — lumber products — appear in every edition of THE TIMBERMAN in 1953.

The TIMBERMAN

AN INTERNATIONAL LUMBER JOURNAL

Founded 1899 by George M. Cornwall (1867-1950)

PUBLISHER: EDGAR P. HOENER

519 S. W. PARK AVE., PORTLAND 5, OREGON • CAPITOL 1314



MEMBER
The
Associated
Business
Publications

Publishers also at Western Building . . . the only light construction journal devoted to both dealers and builders in the West.



MEMBER
Audit
Bureau
of
Circulations

Bank of America Is an Ad Success Story

Spends Million Yearly on Advertising—and 80% Is in Just One State

SAN FRANCISCO, Oct. 15—When a bank spends about \$1,000,000 for advertising, 80% of it in one state in one year, that's news. Bank of America did it last year in California.

What makes this news is that banks are not big advertisers, usually. The American Bankers Assn. reported earlier this year that a survey of 14,070 banks showed American banks would spend \$48,000,000 in 1952, a 12% increase over 1951.

What makes Bank of America's story especially interesting is that it built itself up into a California institution on the basis of an idea—and advertising.

Two men and an agency are behind this growth. They are Amadeo Peter Giannini, founder of the bank, and Lou Townsend, advertising manager with the bank since 1930, who retires this month at the age of 65. Mr. Giannini died in 1949. The agency is Charles R. Stuart Advertising, which has had the account since 1927.

Although the bank rode to success primarily on the coattails of the Roosevelt administration and its economic reforms, it scored its initial success by adhering to an idea which anticipated the late FDR's philosophy—service to "the little man."

Mr. Giannini maintained until his death that banking should be available to the little man. This was a new idea in 1904 when he founded his bank—then known as the Bank of Italy—and it was put to its test in 1906. For in April of that year San Francisco suffered the greatest disaster of its history, the earthquake and consequent fire which cost 452 lives and property loss up to \$350,000,000.

In that crisis, Mr. Giannini took a vegetable wagon, loaded it with money, covered the money with vegetables and drove it home to San Mateo. Two weeks later, he opened a bank—practically out of a packing crate—on the water front here, with signs saying "We have the money to help you rebuild!"

In 1907 Mr. Giannini was in the East and saw signs that a depression was coming. He converted all his holdings to gold right away; Californians were great on gold. The depression did come and he was able to meet all demands for gold.

Many years later the farsighted bank found itself, for 90 days, the only bank in America offering Federal Housing Authority loans after the FHA bill was passed. Today the bank handles one out of every ten FHA loans in the nation—90% of all California FHA loans.

Amadeo Peter Giannini was born in San Jose in 1870 of immigrant Italian parents, Luigi and Virginia. He began his career at the age of 12 with L. Scatena & Co., San Francisco wholesale merchant, and at 19 was admitted to the company. Later he became manager of the estate of Joseph Cuneo, his wife's father, and a director of Columbus Savings & Loan Society.

From the beginning he held to his philosophy of making banking available to the little man and of the importance of advertising this availability. He also insisted that the time to advertise is when selling is hard.

Behind this viewpoint of selling a bank's services to many people through advertising has been a flexible advertising budget. This flexibility has permitted the bank, at times, to go overboard in advertising a new service, even to increasing its budget. Six months before President Roosevelt's "nothing

What does Advertising in WESTERN METALS Buy?

- 1. Seller-Selected Circulation**
To all important Buyers—hand-picked for gift subscriptions by 52 leading firms and their salesmen who sell western metalworking plants.
- 2. 98½% CCA Verified Circulation**
- 3. Proved Responsive Readership**
Established by Mailed Verification.
- 4. Helpful Western Editorial Programming**
- 5. Impact of "Hometown" News**
- 6. New High-Visibility Format**



In America's Fastest Growing Industry WESTERN METALWORKING

WESTERN METALS reaches 5,342 "deciders" in important western metalworking plants scattered throughout an 11-state area of 1,187,753 square miles. With a 66% employment gain in the past two years, plus a tremendous plant expansion, the western metalworking industry offers a vast, new, fast-growing market requiring full advertising coverage.

More and more alert advertisers now get WM's unparalleled coverage of industry's "deciders," placed 73% more advertising in WM during the first half of 1952 than in the same period two years ago.

Schedule WESTERN METALS so you, too, can get full coverage and localized impact in America's fastest growing industry.

WESTERN METALS

A JENKINS PUBLICATION • 198 SOUTH ALVARADO ST. • LOS ANGELES 4, CALIF.
Advertising Offices: New York, Cleveland, Chicago, Tulsa

On-the-spot service... in 8 great centers of trans-Pacific trade

Bank of America

When at last the sleeping hare awoke he ran his swiftest but could not overtake the tortoise who had kept on slowly but steadily toward the goal. The race is not always won by the swift.

SAVE REGULARLY
REMEMBER BANK DAY

INTERNATIONAL AND HOMEY—These represent two aspects of Bank of America operations. The B&W ad to the left is slated to appear in magazines in the future as the bank prepares to set up international operations and services. At the right is an example of the bank's effort to educate children to the savings habit by use of well known children's stories. The story-book format is in full color.

to fear but fear itself" speech, the bank went all out in a "Back to Good Times" campaign with an \$800,000 budget directed by its agency.

This campaign sold the public on the potential borrowings waiting in banks, the natural resources of California and the new bond issues, all of which would create better times.

At other times a substantial portion of the budget may be used to sell one single service. Thirteen years ago the bank introduced its Timeplan, a personal loan plan, using 94% of that year's budget. In the period of time since then the bank has handled 1,002,000 personal loans under that plan, with the average loan being \$300.

About 26,000,000 of its FHA loans have been liquidated. Con-

sistent and regular advertising has been used to replace this business—54% of it going to newspaper advertising, which is the keystone of all of the bank's campaigns.

The bank tests most of its campaigns. Initial targets are its 18,000 employees, who are given the first opportunity to react to the test campaign. Then, three specific types of markets are promoted: the industrial, the agricultural and the resort. What survives, the bank feels, will necessarily appeal to any area to which the final advertising is directed.

Currently, a merchandising rack is being tested in different branches of the bank. This rack holds 52 booklets, "Banking for All, Large or Small," which describe 52 banking services for every family or business need.

Other test campaigns which have been successful enough to inspire the bank to plan wider advertising aimed at small investors have run in national publications—including *American Banker*, *Banking*, *Business Week*, *U. S. Banker* and the *Wall Street Journal*—and in California newspapers during March and May of this year.

Last year, one-tenth of the budget was directed to a "Buy Now Campaign" to counteract the high appliance inventory and the light buying conditions which seemed to prevail. Goods started moving within six weeks at a satisfactory rate and four weeks later merchandise, statewide, was scarce. Coordinated with the bank's promotion, Timeplan dealers were given mats to use as well as point of sale material. Various manufacturers had tie-in campaigns.

Budget time is no problem for the bank. The budget is not set by the advertising department until management has decided on what it wants done and the particular

problems have been recognized.

For the past 10 or 15 years, 2.1% of the net earnings has been the foundation of the budget. Twenty years ago the budget averaged about \$500,000. Today the bank figures it takes \$750,000 to buy what the \$500,000 bought 10 years ago.

Lou Townsend, the retiring ad manager who has had so much to do with the bank's advertising success, advises people going into financial advertising to get retail advertising experience first.

"In financial fields," he says, "you may have to wait years for your reaction and results. In the fast response retail advertising gives, the neophyte will have to forget his successes or failures, because he will learn that he has to think up to the minute and think a new idea for each demand from the top. Also, for the [financial and banking advertising] field the mind must be always conscious of things that happen locally and nationally."

Morris Joins Ponderosa Pine

Robert H. Morris, formerly publisher of *American Builder*, has joined the Ponderosa Pine Woodwork Assn. as general manager, succeeding D. G. Pilkington. Mr. Morris is a veteran of 23 years in building industry publication work.

Kuhn Joins Twiss Staff

Consuelo Houseworth Kuhn has joined the staff of the House of J. Hayden Twiss, New York, as a chemical advertising copywriter. Miss Kuhn formerly was with Merck & Co., Rahway, N. J., as an analytical chemist.

Dallas Has 189,341 TV Sets

The Fort Worth-Dallas area has 189,341 television sets as of Oct. 1. Fort Worth has 84,989 sets and Dallas 104,352 sets. This represents a gain of 3,320 sets for September.

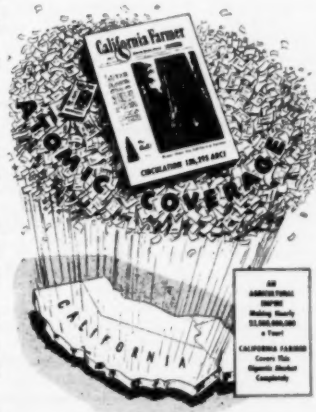
Animated Displays Moves

Animated Displays Co., Van Dyke, Mich., has moved its shop and sales office to quarters at 13011 E. Eight Mile Rd., East Detroit, Mich.

California at a Glance

**CASH FARM INCOME
1946 to 1952
HIGHEST IN THE U. S.**

STRAIGHT FROM CENSUS		1952	\$2,900,000,000 (est.)	CALIFORNIA LEADS	
		1951	2,724,743,000		1st in total farm income.
		1950	2,335,082,000		1st in average cash income per farm. (For 1951, \$20,320. National average was \$6,146.)
Number of farms....	137,168	1949	2,026,815,000		1st in number of commercial crops produced on a carlot basis. (230, or four times as many as any other state.)
Land area, acres....	100,313,600	1948	2,141,476,413		1st in acreage under irrigation. (90,755 farms with 6,428,324 acres irrigated.)
Land in Farms, acres	36,613,291	1947	2,157,542,000		1st in automobiles per 100 farms—126 (U. S. average, 78); trucks—78 (U.S. average, 41); tractors—91 (U.S. average, 67).
Average size of Farm, acres	266.9	1946	2,121,918,000		1st in milk production per cow (7,410 pounds; U.S. average 5,292 pounds.)
Average value per farm of land & buildings....	\$40,543				1st in U.S. in production of Fruits and Nuts; Grapes, including Raisins; Hay; Sugar Beets; Vegetables and Truck Crops; Lemons, Olives, Peaches, Pears, Avocados, Dates; Plums, Prunes; Strawberries; Cherries; Almonds, Apricots, Walnuts; Dry Beans; Figs; Potatoes; Alfalfa Seed; Purple Vetch Seed; Barley; Turkeys; Greenhouse & Nursery Products; Honey.
Irrigated land in farms, number	90,755				California ranks second in production of Cotton and Cottonseed, Hops, Oranges, Grapefruit, Sudangrass Seed, Ladino Clover Seed, Alsike Clover Seed; Sheep and Lambs.
Acres irrigated....	6,428,324				
Cattle and calves, farms reporting....	56,118				
Number of Cattle and Calves....	2,756,737				
Milk cows, farms reporting....	45,072				
Number of Cows....	714,848				
Whole milk sold, pounds....	5,237,763,273				
Hogs, farms reporting....	19,794				
Number of Hogs....	538,812				
Sheep & Lambs, farms reporting....	7,934				
Number on farms....	2,056,663				
Wool shorn, pounds....	11,249,705				
Chickens, farms reporting....	73,516				
Number of Chickens....	17,938,421				
Turkeys, farms reporting....	7,792				
Number of turkeys....	7,005,334				
Stock sold (cattle, hogs, sheep, horses, mules), farms reporting....	45,186				
Value of Sales....	\$291,922,005				



ABC CIRCULATION 132,598

CALIFORNIA FARMER

83 Stevenson St., San Francisco 5 • 317 Central Ave., Los Angeles 13
Represented Nationally by The Katz Agency, Inc.
In Pacific Northwest by Frank J. McHugh, Portland, Ore.

Metropolitan Oakland, Pacific Coast's

No. 1 Test Market!

- ✓ **IT'S BIG!**
A. B. C. city zone population 620,963
- ✓ **IT'S GROWING!**
Center of the fastest-growing population area in Northern California.
- ✓ **IT'S RICH!**
Alameda County is 11th in the nation in effective buying power.
- ✓ **IT'S COVERED BY ONE NEWSPAPER!**
The Oakland Tribune has the largest home-delivered circulation in Northern California.

Oakland Tribune
CRESMER & WOODWARD, INC.
National Representatives Including Sunday Magazine Section

The Best Is Yet to Come . . .

Analyst Sees Continued Expansion of Western Population and Markets

By Van Beuren Stanbery

There is something special about western markets. This article tells why they are different.

To those who live there, the West means the 11 western states. Its roll call embraces Montana, Wyoming, Colorado, New Mexico, Arizona, Nevada, Idaho, Utah, Washington, Oregon, and California. Its 1,177,000 square miles cover 40% of the land area of the United States. For decades it has been growing faster than any equivalent section of the nation. In 1951 it had 20,000,000 residents, 13.3% of the national population, who received income payments of \$36 billion, 14.8% of the national total.

Marketwise, the outstanding fea-

tures of the West are its vast size, rapid growth, and diversity of conditions. It is a region of sharp contrasts, overlaid with a screen of outward similarities. Its trade areas differ widely in rates of growth, purchasing power, and demands for particular products. Some are highly urban, others are chiefly rural. But together they form a mosaic of economic, social, and buying patterns divergent from those of the Middle West, the South, and the Northeast.

Keys To Western Markets

Landscape and resources—climate—location and distance—are the keys to the growth and markets of the West. To a greater degree than elsewhere in the nation, the patterns of life and purchases in the West are shaped by the landscape, resources, climate, and geographical position of each locality. They also are the factors that give the incentives and opportunities for seemingly endless development.

The landscapes and vistas of the West are more rugged, more colorful, and on a larger scale than in the East. Forest, mineral, and hydro-power resources are relatively more abundant, more varied, and more undeveloped in the West than in other parts of the country.

Except in the mountains and deserts, the climate of the West, although varying from place to place, is generally milder with less marked seasonal changes than in the same latitudes east of the hundredth meridian.

With its 1,200-mile seaboard and 1,000 miles of hinterland, the West has an unusual variety of geographical conditions and locations. Its separation from the rest of the country by vast plains and prairies has induced a kind of sectional isolationism that has been long outgrown and forgotten in the more tightly settled regions.

Distance is the common denominator of western life. With communities set far apart in a land of a million square miles, Westerners are ever-conscious of their great distances.

In the West, sales executives also must reckon more with distance. Except in the coastal strip west of the Cascades and Sierra Nevada, the principal markets are islands of economic activity separated by hundreds of miles of sparsely populated mountains or range land. The spacing of its communities forces its residents to travel long distances to do business and buy the things they want, often to the extent of crossing mountains into another kind of environment.

Region/State	1947-9		Per Cent Rise	1947-9		Per Cent Rise	
	1947-9	1952*	Rise	1947-9	1952*	Rise	
New England	13,142	16,775	27	Middle Atlantic	46,860	59,872	28
Maine	1,027	1,248	22	New York	25,726	32,277	25
New Hampshire	616	771	25	New Jersey	6,871	9,251	35
Vermont	413	510	23	Pennsylvania	14,263	18,344	29
Massachusetts	6,762	8,494	26	South Atlantic	31,104	39,032	26
Rhode Island	1,113	1,364	23	Delaware	505	726	44
Connecticut	3,211	4,388	37	Maryland	2,995	4,127	38
Dist. of Columbia							
East North Central	43,917	57,630	31	Virginia	1,820	2,431	34
Ohio	11,376	15,209	34	West Virginia	3,152	4,305	37
Indiana	5,103	6,920	36	North Carolina	1,976	2,427	23
Illinois	14,112	17,777	26	South Carolina	3,343	4,621	38
Michigan	8,884	11,819	33	Georgia	1,592	2,309	45
Wisconsin	4,442	5,906	33	Florida	2,914	4,106	41
West North Central	17,375	22,234	27	East South Central	9,061	11,735	30
Minnesota	3,644	4,549	25	Kentucky	2,451	3,234	32
Iowa	3,322	4,144	24	Tennessee	2,836	3,621	28
Missouri	4,945	6,443	30	Alabama	2,362	3,095	31
North Dakota	806	891	11	Mississippi	1,412	1,805	28
South Dakota	811	1,009	24				
Nebraska	1,687	2,100	24				
Kansas	2,350	3,079	31				
United States	194,699	256,367	32				

(*)-Unofficial estimates. Source: Department of Commerce for 1947-9.

WEST STILL GAINING—The Mountain and Pacific states still look good as markets, compared with the remainder of the country. The U. S. showed a 32% increase in money available for spending between 1947-49 and 1952, whereas the increase

was 36% in the Pacific states, and 38% in the Mountain states. Only the South Atlantic and West South Central areas did as well. The table is reprinted from U. S. News & World Report. Copyright 1952 United States News Publishing Corp.

Hence, the distribution centers of the West generally serve larger territories and more diverse markets than communities of the same size east of the Rockies.

Western Buying Power Is Concentrated

More so than in other regions, western population and buying power are concentrated in certain localities. Fifty-five per cent of the people live in California, chiefly in the metropolitan areas of Los Angeles, San Francisco Bay, San Diego, San Bernardino, Sacramento, Stockton, and Fresno. Twenty per cent more are in Washington and Oregon, mostly west of the Cascade ridge. Another 10% are in Colorado and Arizona, largely in the Denver, Phoenix, and Tucson trade areas.

The per capita buying power of the West is above the national average, but it also varies among the states. Nevada has the highest income level in the West, and usually ranks near the top in the nation. California, which received 60% of all 1951 income payments in the West, is next with a per capita income 22% above the national figure. Washington, Montana, Wyoming and Oregon also exceed the national level. In each of the 11 western states except Nevada and California, the rise of per capita income since 1940 has surpassed the national rate. New Mexico and Idaho show the greatest percentage gains.

A Land Of Paradoxes

The West is full of economic surprises and paradoxes. To illustrate, California is looked upon as a great agricultural state. It is. With Iowa, it ranks either first or

second in value of farm marketings, depending on the year of measurement. But more than any other, California is the state of cities. It has 110 cities of over 10,000 population, more than any of the 47 other states. Its rural-farm population comprises less than 6% of its people. It has more women than men, and two-thirds of all its employment is in distribution and service activities. Californians earn a substantial part of their living by taking in the washing of people from all over the nation who continually drop in for business or pleasure.

Against appearances, Oregon is relatively more industrialized than any other western state. In 1950 it had the most manufacturing establishments and industrial workers per thousand population. Its vast forests support hundreds of saw mills which produce the largest output in the nation.

Far out in the desert, the swank hotels and luxury shops of Reno, Las Vegas, and Palm Springs stand out like diamonds in a sandpile.

From a sales standpoint, the outward similarity of western market centers of comparable size is often deceiving. For example, the Phoenix, Ariz., and Sacramento, Cal., metropolitan areas are alike in many ways. Both have warm, dry climates most of the year. Both have been growing at a terrific rate. Both are the capitals of their states. Both are trade centers for a large agricultural area. In 1948 their dollar retail sales totaled about the same.

In the Sacramento area, however, sales of men's and boys' clothing and furnishings were two and a half times those in the Phoe-

nix area. The somewhat cooler winter weather in Sacramento accounts for most of the difference. In Phoenix, even bank presidents wear open-throated shirts the year 'round. On the other hand, sales in gift, novelty, and souvenir shops in Phoenix were more than four times those in Sacramento, and sales of luggage and leather goods were twice as high. Phoenix is more of a tourist mecca than Sacramento.

Each of the larger distributing centers serving the more vivid, outdoor, resource-based life of the West has its own trade characteristics.

In mile-high Denver, East and West live in the sky together. Focus of a big livestock and mining area and federal offices, Denver's sales reflect both its eastern-type winter and western summer.

Salt Lake City, in the heart of the West, is a trade hub whose spokes radiate in all directions. Its sales are typical of the intermountain area.

Spokane, citadel of a land-locked empire, serves the wheat farmers of the Palouse and miners of the Idaho panhandle, as well as local residents. It looks ahead to larger business as the million-acre Grand Coulee irrigation project fills up with new settlers.

Seattle and Tacoma, queens of the North Pacific, and transfer points for Alaskan, Oriental, and West Coast shipments, supply the Puget Sound and western Washington market with most of its goods and services.

Portland, focal center of the Columbia and Willamette Rivers, is a distributing point for Oregon and the lower Columbia Valley. Low



Billfolds are Bulging in Bozeman!

Each family billfold in Bozeman is bulging with \$6,228 in effective buying income. This figure is 26% above the national average and higher than any other city in Montana.*

So, by one method of measurement Bozeman is the richest city in Montana.

Now to reach this able-to-buy market you need only include the Bozeman Daily Chronicle on your media list. The Chronicle is the one best way to sell this market because it is the only newspaper serving 9 out of 10 Bozeman and Gallatin County families every day.

* 1952 issue Sales Management Survey of Buying Power.

For more information on Bozeman and the Gallatin Empire, write for the 1952 Bozeman Market Folder, published jointly by the Chronicle and the Bozeman Chamber of Commerce.

BOZEMAN DAILY CHRONICLE

Bought and read by 9 out of 10 Gallatin Empire families

\$80,000,000 OF RETAIL BUYING POWER TO TAP IN WASHINGTON'S 6th MARKET

Plus 53 1/2 Millions in Adjacent Counties

Look to Whatcom County, Washington, and The Bellingham Herald to brighten your sales picture! 1951 retail sales of nearly 80 millions* plus 53 1/2 millions* bonus business in Skagit and San Juan Counties offer a prime target for wide-awake advertisers. But hit Bellingham FROM THE INSIDE to get your story across in the most unduplicated newspaper territory in Washington uninfluenced by metropolitans.

*SRDS Consumer Markets, 1952-53.

INDUSTRIAL PAYROLLS AND FARM CROPS MAKE STEADY INCOME

- Pulp
- Shipyards
- Eggs
- Mecca for Tourists
- Plastics
- Chains
- Poultry
- Alcohol
- Logging Equipment
- Beans
- Paper Board
- Forgings
- Salmon
- Coal
- Dairying
- Cheese Products
- Cann
- Western Washington College of Education

NATIONAL REPRESENTATIVES WEST-HOLIDAY CO. INC.

San Francisco Los Angeles Portland Seattle New York Chicago Detroit Denver

Daily 18,763
Sunday 19,035
Member Perkins Press

Bellingham HERALD

Bellingham, Wash.

cost hydro-electric power is speeding up industrial development in the whole Pacific Northwest.

The San Francisco Bay area, principal financial and shipping center on the Pacific Coast, sells to residents of northern California and the Central Valley. Because of its location, cosmopolitan population, and high per capita purchasing power, its sales patterns are a kaleidoscope of western demands.

Los Angeles, sprawling colossus of the West, stretches its trade tentacles ever deeper into fast-growing Southern California, Nevada, and Arizona markets. With uncanny foresight, it staked out more room to grow in than any other western city. Next to New York, Los Angeles is now the largest apparel manufacturing center in the nation.

San Diego, with a 29% population gain in the last two years, combines an aircraft assembly center and a mecca for the retired, with a touch of Honolulu and Pearl Harbor on the mainland. The prospective opening up and settlement of the Baja California Peninsula just across the Mexican line presents interesting trade possibilities.

Rapid Growth—Sales Magician of The West

The most striking and consistent quality of western markets is their sustained rapid growth. The growth potentials of the West are invariably underestimated. Its amazing expansion in the 1940s is frequently regarded as a war-induced boom of temporary duration. The forces and conditions underwriting its continued rapid increase in population and purchasing power are not widely understood.

The full story of western dynamics is too involved to be told in detail here. As hinted before, its phenomenal growth stems from the constant pull of the mild Pacific climate, immense undeveloped resources, and its geographical position.

Every year now westward migration dwarfs the thousands who came during the 1849 gold rush.

Over 40,000,000 kilowatts of low-cost hydro-electric energy are waiting development in the basins of the Columbia, Colorado, and other western rivers. The West appears destined to become the prin-

cipal home of the great new electro-metallurgical and electro-chemical industries of future America.

Huge deposits of oil bearing shales, phosphate rock, and other minerals in the mountain states will some day supply us with more petroleum, metals, fertilizers, and chemicals.

Continued reclamation of its arid lands will shift more of our food production to the West. Its forests can supply the greater part of our national needs for wood products for years to come.

The increasing development of British Columbia and Alaska will help expand western industry and business. The long-range potentialities of foreign trade with the Orient and South America also should not be ignored.

These are merely a few of the reasons why the West should continue to grow more rapidly than any other region, and gain more of the nation's population and buying power each decade.

Ad Typographers Elect

Frederick W. Schmidt of Frederick W. Schmidt Co., New York, has been re-elected president of the Advertising Typographers Assn. All other officers have been re-elected also, as follows: Carl Ford of J. W. Ford Co., Cincinnati, 1st v.p.; Walter E. Armstrong, Walter Armstrong Typographic Service, Philadelphia, 2nd v.p.; John N. Taylor of Dayton Typographic Service, Dayton, 3rd v.p.; Mrs. E. W. Shaefer of Tri-Arts

Press, New York, treasurer, and Jerry Singleton, executive secretary.

Dearth Named Ross Roy V. P.

Robert A. Dearth has been named a v.p. of Ross Roy Inc., Detroit, and will be account supervisor for the air conditioning division of Servel Inc. and the Murray Corp. of America. Mr. Dearth, who joined Ross Roy three years ago, was formerly with the Cleveland office of McCann-Erickson.

Gizzi Heads Production

Anthony Gizzi, formerly production manager for Raleigh Haberdasher, has been appointed production manager of Kal, Ehrlich & Merrick, Washington agency.

Union Trust to Rumrill & Co.

Union Trust Co., Rochester, has appointed Charles L. Rumrill & Co., Rochester, to handle its advertising.

High score in Los Angeles . . .

This car card scored top readership in the new Los Angeles survey just released by the Advertising Research Foundation. Transit riding, Car Card readership and other new pertinent facts about America's Third Market are included. For further information, write:

California Transit Advertising, Inc.
2233 Beverly Boulevard
Los Angeles 4, California



KLING NOW IN HOLLYWOOD*

ADVERTISING KNOWMANSHIP PLUS HOLLYWOOD SHOWMANSHIP

When you need Hollywood stars, top-notch writers, the finest directors, unlimited technical facilities, coordinated by established advertising savvy — you need Kling!

Long a leader in graphic arts for advertising, Kling Studios is the first to combine practical selling and Hollywood art into one organization. Only this combination can create bigger shows for smaller budgets!

THE FINEST IN ANIMATION, TOO!

Hollywood's Award-winning Ray Patin Productions now a division of Kling's.

- SPECIALISTS IN:**
- CUSTOM TV COMMERCIALS
 - TV FILM SHOWS
 - SYNDICATED TV SPOTS
 - SYNDICATED TV SHOWS
 - INDUSTRIALS
 - TRAINING FILMS
 - DOCUMENTARIES
 - SLIDE FILMS

KLING STUDIOS

HOLLYWOOD
Ray Patin Productions
6650 Sunset Blvd.
HU'dson 2-1147

NEW YORK
Thompson Associates
40 East 51st St.
PLaza 9-4770

CHICAGO
601 N. Fairbanks Ct.
DElaware 7-0400

DETROIT
1928 Guardian Bldg.
W'odward 1-3500

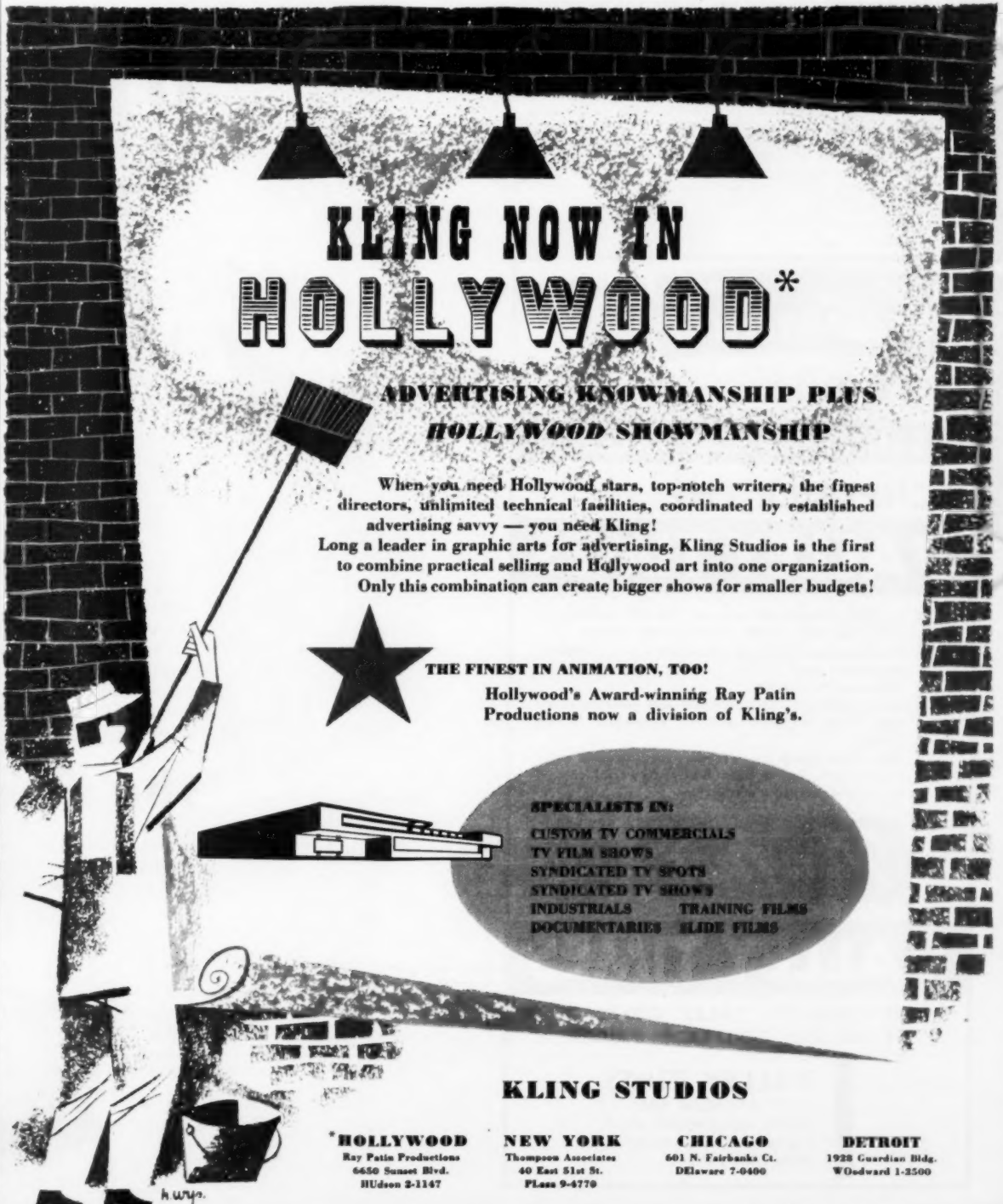
ROCKY MOUNTAIN Motornews

ECA MONTHLY

YOUR quick, easy way to cover the Automotive and Petroleum Marketing Industry in the Rocky Mountain West.

Circulation Guarantee 7,600

COMPANION OF **Oil REPORTER**



Western Areas Should Be Studied Before Making Media Selections

SALT LAKE CITY, Oct. 15—The problem of reaching the western market with a sales message is basically similar to the problem of reaching consumers elsewhere in the U.S. There are, however, a number of important differences which marketers must recognize if they hope to penetrate the West effectively and efficiently.

As outlined elsewhere in this issue, the West is unusual because of its important climatic differences; the distances between markets; the topographic features, and the relatively low concentration of persons per square mile.

These characteristics assume immediate importance when a consumer goods marketer begins to draw up a plan for marketing his products in the western states. After he has solved the problem of freight rates and the problem of widely scattered distribution centers, he must then solve the problem of reaching the maximum possible number of people per promotion dollar.

He has, largely, the same basic types of media from which to choose. He will find newspapers conscious of the need for merchandising. He will find radio stations alert to local market problems. He will find that the general magazines and the women's and shelter books generally have done an ex-

cellent job of developing their western subscription lists. He will find that the television stations—although their coverage still is limited—are doing a promotion and programming job comparable to other stations east of the Rockies.

A cursory glance seems to indicate that the selection of media to reach the western market poses pretty much the same sort of problem as it does elsewhere.

However, when a marketer begins to analyze *Sunset Magazine*; when he examines the long list of western trade publications; when he considers the CBS, NBC, Don Lee-Mutual and ABC Pacific networks; when he studies the unusually extensive western outdoor advertising plant; when he notes that CBS is setting up a separate Pacific TV net, then and only then does he begin to appreciate the reasons why western media are different.

It is, of course, difficult for an Easterner unfamiliar with the media situation to understand why there are so many different—and flourishing—trade publications in the West. It is difficult, too, for him to appreciate the wide variations in the types of farms in the West—and the need for different types of farm publications. He may, at first glance, feel that *Sun-*

set Magazine is somewhat of a paradox.

But the marketer who makes even a hurried tour of the West will begin to resolve these media complexities and begin to be persuaded of the basic soundness of the western media situation. In the West, as elsewhere, media must be selected. But when the selection is made without even a nodding acquaintance with the West, it becomes an unusually difficult problem.

In studying the Los Angeles market area, for example, a marketer may study a topographic map of the area. He may examine maps and charts showing the various markets within the greater Los Angeles market. He may study retail buying indexes. He may examine the lists of industries. He may study the extent of automobile and home ownership.

It is possible, too, to review media information—some of it is outstanding in clarity of detail and

wealth of information. But the marketer who attempts to distribute his product and promote it without even a brief visit to the area may find he has made some costly mistakes.

It is patently impossible to do justice to the complexities of the western media situation in limited space. There are, however, some general principles which may be observed profitably:

1. In general (and with very few exceptions) western market centers serve much larger market areas than do eastern markets of comparable size. Seemingly excessive claims of area penetration by local media deserve consideration.

2. The importance of outdoor advertising should not be minimized. A simple comparison of auto registrations in populous western states with eastern states of similar size will indicate why outdoor is unusually important in the West.

3. In order to use radio most effectively, it is important to con-

sider all possibilities—the large regional nets and the smaller networks. It also is important to note that the vast size of the area and the peculiar geographical features enhance the importance both of the power stations and of the smaller, community stations. In addition, advertisers might well consider the fact that Westerners generally are spending as much time listening to the radio as they ever have.

4. The western television situation is beginning to change rapidly. TV set sales are picking up generally, but marketers will find it advisable to give particular attention to the development of this medium in the western states in the coming months.

5. Western farms range from intensively cultivated garden-size plots, through fruit orchards and vineyards, to family-size farms under irrigation, vast wheat fields and enormous cattle ranches of thousands of acres. In addition, there sometimes are many types of

HERE IT IS



The Oregonian's merchandising to create extra sales

Send for your copy now! Here's the full story on how The Oregonian merchandises your products to women with an exclusive 4-way program that moves products right into consumers' hands. More than 300 advertised products in a single year have gathered sales momentum from the power of this direct-to-buyer merchandising push. Put your product on the cash register parade now! Send for free portfolio, "HOW THE OREGONIAN MERCHANDISES YOUR PRODUCTS TO WOMEN."

the Oregonian

PORTLAND, OREGON

Largest Circulation In The Pacific Northwest

223,688 Daily; 285,112 Sunday

Represented Nationally by MOLONEY, REGAN & SCHMITT, INC.



Western Facts FOR ALL MEDIA MEN:

TO COVER...

SAN FERNANDO VALLEY

SCHEDULE THE...

VALLEY TIMES

- ★ An ABC newspaper with over 126,000 readers . . . more than 68% in the middle income group!
- ★ Fastest growing market in America . . . 1940-50 population gain 157.5% . . . San Fernando Valley 212 sq. miles in area.
- ★ Retail sales over \$500,000,000 and growing every day! Over 135,000 gainfully employed in the Valley.
- ★ 40% of all Valley Times readers read no other daily newspaper! (Source, Pen Study) Powerful readership and advertising acceptance.

It's a Fact YOU NEED THE

VALLEY TIMES

FOR COMPLETE "SALES" COVERAGE OF THE SAN FERNANDO VALLEY

VALLEY TIMES

11109 MAGNOLIA BLVD.
NORTH HOLLYWOOD, CALIF.
Represented Nationally by
Doyle and Hawley

farms in a relatively small geographical area. Thus it is important to give special attention to western farm publications in order to capitalize on the penetration of farm publications.

There is an endless variety of magazines with the word "Western" in the title (*Standard Rate & Data Service* lists 50 trade publications alone), ranging from *Western Advertising to Western Upholstery, Furniture & Bedding*, not to mention *West Coast Druggist* and *West Coast Shipper*. *Western Family* is a leading store-distributed publication (circulation nearly 850,000), and currently boasts four editions: Southwest, Northern California, Northwest and Mountain. The last named was started in September, 1951.

Dailey Becomes Servel V. P.

Donald W. Dailey, formerly product manager for Servel Inc., Evansville, Ind., manufacturer of refrigerators and heating equipment, has been appointed a v. p. of the company.

Easterners (and Bing) Make Westerners Love Their Quick-Frozen Orange Juice

SEATTLE, Oct. 15—Minute Maid landed on the Pacific slope with both feet two and a half years ago. Today, say company officials, its frozen orange juice leads the Pacific area in sales and the curve is still on the upswing.

Minute Maid went west as a result of a game of golf on a Long Island links about four years ago. That was where Jock Whitney, Minute Maid's biggest stockholder, played 18 holes with Bing Crosby. The result was that Bing decided to buy into the company.

Then, as a director, the Groaner pressed for a West Coast division of the company. But frozen orange juice was a scarce commodity then and Minute Maid had all it could do to keep its then current markets in supply.

■ But the Bing Crosby Minute Maid Corp.—as the West Coast sales division was to be known—

finally came into being on Jan. 1, 1950. Bing was president and Hamilton Stone, a former v. p. and general manager of American Home Foods, became v. p. and general manager under Crosby. Young salesmen with food experience were recruited to service a five-state area: California, Oregon, Washington, Nevada and Arizona.

"The books are full of case histories about companies which launched a new product or entered a new territory on the strength of a famous name only to nose-dive after the first momentum wore off," said one Minute Maid executive, "so we thought we'd eliminate this possibility on the West Coast by using the Crosby name as a spark for our integrated marketing campaign rather than as the horse on which the whole effort would ride."

■ Mr. Stone lined up "strong" dis-

tributors in the leading markets—and "the house that Bing built" started to take shape.

Outdoor boards were bought on a rotating plan to capture the attention of traffic that moves almost exclusively on rubber tires in southern California. Bing was featured on the giant painted boards together with the newly-designed MM can, which had proved its eye-appeal in eastern supermarkets.

Space in *Western Family*, store distributed magazine, was used consistently. In addition, MM's national schedule of half-pages in color also reached the new division's customers.

■ To blanket the area, Bing made a series of radio spots which featured Ken Carpenter and the Rhythmaires with him. TV spots were used in certain markets. These employed a cartoon technique with "Little Miss Minute Maid."

Bill Morrow, Crosby's top writer, helped with the radio spots as well

as with scripts for special events. Murdo McKenzie, Crosby's technical expert, worked on the production of the spots.

Newspaper space ranging from 300 lines to full pages was used in big towns and smaller market areas. Again Crosby was featured in the illustrations and copy messages. Intermittently, the Spade Cooley TV show was used in the key Los Angeles market.

Behind the magazine, newspaper, radio, TV and outdoor advertising, came a store-level promotion campaign that included point of sale displays. And there was an all-media publicity drive handled by Burns Lee Associates and the Minute Maid p. r. staff. All told, more than \$500,000 has been spent on promotion since Jan. 1, 1950.

■ Lee set up a regular schedule of merchandising plugs on radio and TV stations in five states to supplement the Minute Maid broadcast advertising. Over 800 MM mentions were heard on the Pacific coast each month via the merchandise tie-in with quiz shows and disc jockeys.

A year after the start of the drive, the Tournament of Roses came up. So Minute Maid sponsored a float in the Parade of Roses and came home with second prize in the commercial division. The next year, MM's float featured Miss America. This time it grabbed the first prize—and romped home with national and regional publicity breaks via all news channels.

Meanwhile, store level contests kept MM's delivery trucks busy. Store appearances by Miss Minute Maids, and consumer contests, focused attention on the frozen juice. Simultaneously, MM set up a month-long promotion with the Sperry Flour Co., taking half pages in the Pacific edition of *Parade* to push a breakfast of frozen orange juice and pancakes.

■ When MM decided that the frozen food cabinets in the stores represented a sales bottle neck, it introduced its own dry-ice merchandising table in the Los Angeles area. This is a portable table that permits a jumble display in big supermarkets. It is frequently used in heavy-traffic aisles and near the check-out counter.

"The results brought by the table were phenomenal," said a Minute Maid official. "During the principal shopping days, concentrate sales from the dry-ice tables went through the roof."

To further ease the freezer cabinet bottleneck, the company sold standard MM freezer cabinets to hundreds of stores. The result: added sales space for Minute Maid and plenty of additional point of sale advertising.

Today, Bing Crosby's end accounts for about 15% of the total Minute Maid volume—which figures out to about 39,000,000 six-ounce cans this year.

Ryder to Dad's Root Beer

Forbes A. Ryder has been appointed national sales manager of the bottling division, Dad's Root Beer Co., Chicago. Mr. Ryder formerly was sales manager for the Orange-Crush Co., Chicago. Ross Roy Inc., Chicago, handles the Dad account.

Names Rockett-Lauritzen

Pierce Brothers Inc., Santa Barbara processor of frozen sea food products, has appointed Rockett-Lauritzen, Los Angeles, to handle advertising for both the Pierce Brand, in San Francisco, and the Golden Cove Brand sea foods, in southern California.

Penta Labs Names Kemble

Penta Laboratories Inc., Santa Barbara manufacturer of precision electronic equipment, has appointed the Kemble Co., Santa Barbara, to direct its advertising. Trade publications will be used for the company's new campaign beginning in November.

FOR YOU!

4-Way program for your product!



Complete information on how you can use the Oregon market's most powerful selling force to build sales of your products! Complete and mail the coupon, or call your Moloney, Regan & Schmitt representative!

THE OREGONIAN, Portland 1, Oregon

YES!

I want to know more about The Oregonian's 4-way merchandising program. Send me free copy of "HOW THE OREGONIAN MERCHANDISES YOUR PRODUCTS TO WOMEN."

MY NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____

ZONE _____ STATE _____





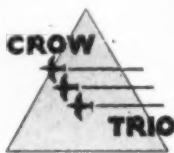
GET THE WEST'S BEST FARM MARKET COVERAGE IN ONE SHOT WITH THE— **CROW TRIO**

(WESTERN DAIRY JOURNAL • FARM MANAGEMENT • WESTERN LIVESTOCK JOURNAL)

Now you can get premium coverage of all the West's best farm markets by using the CROW TRIO. The Livestock, Dairy and Cash Crop markets are available as a unit when you use the CROW TRIO.

The CROW TRIO places no restrictions on subject of copy or months of insertion. Get all of the worthwhile circulation without the waste of mass circulation.

For Complete information, call or write one of the following:



Herman C. Schimpff, Advertising Manager, or Don L. Wonacott, Assistant Advertising Manager, Crow Publications, Los Angeles 58, California

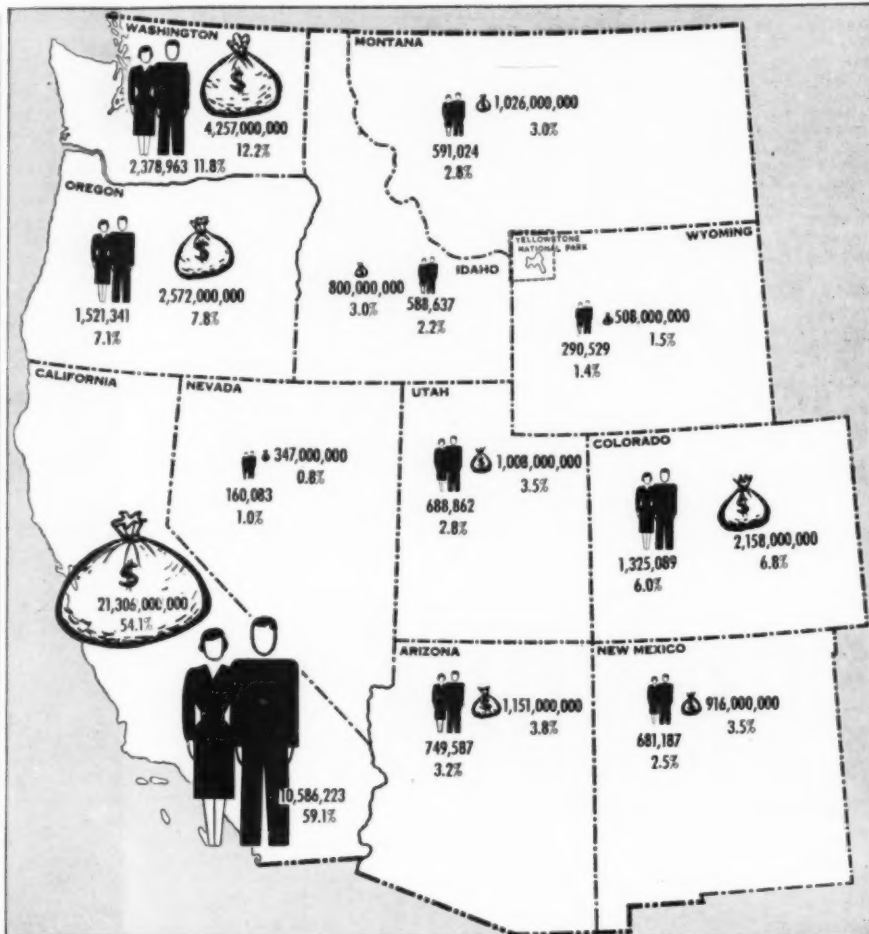
IN THE EAST

Peck & Billingslea, Chicago, Billingslea & Ficke, New York

IN THE WEST

McDonald-Thompson Company—San Francisco, Los Angeles, Seattle, Dallas and Denver

CROW PUBLICATIONS



PEOPLE AND WEALTH—This map shows the 1951 population of each of the 11 western states, as well as the total income payments to individuals during the same year for each state. Also shown is the percentage that each state's population or income payments is to the total population and income of the 11-state area. The Department of Commerce is the source for all figures.

Advertising in the West...

Advent of TV Results in a Number of Changes in California Agencies

Postwar TV, Media, Agency Patterns Are Distinctive

LOS ANGELES, Oct. 16—In general, western agency operations differ little from those in other parts of the country—except in southern California. Yet even here, the acceptance of a "difference" is a matter of degree among agency men and it's primarily dependent upon the size of the agency. The national agencies with of-

fices here generally profess "no difference." But local agencies are voluble in pointing out how conditions facing them are not duplicated elsewhere. Both points of view are based primarily on the size of the agency concerned and the effect of this size on policies.

The offices of national agencies in this area usually follow one of two patterns—either they are "service" offices to handle the Hollywood end on clients' radio and television shows, or they are general offices set up to service

local accounts, or to handle the West for national accounts.

The service offices originally burgeoned in the '30s with the growth of Hollywood as an origination point for radio shows. Television responsibilities have been added as that industry developed. These offices, as such, are not staffed or equipped to offer general advertising service. They are basically supervisory-production in nature.

It is a matter of record, however, that some of the general advertising offices of national agencies here are outgrowths of service offices. This happens when agency personnel become known in the community, with the result that advertisers offer their accounts to them.

For reasons of convenience, service offices have been located in Hollywood, close to the Sunset and Vine area where the radio networks have headquarters. Such separate offices have been maintained even when the same agency has a general office in Los Angeles.

Whether agencies will continue to operate independent offices in Los Angeles and Hollywood may be debatable. The ABC television studios and office are in the most easterly area of Hollywood, a good distance from Sunset and Vine. CBS now is completing its television center as far or further west of the radio center.

NBC also is finishing up its television studios and offices in Burbank, which is north, and an even greater distance from the present center. Thus, it is now impossible to be close to all radio and television centers, no matter where you are located.

On this question, J. Walter Thompson Co.'s recent decision may be a straw in the wind. The

You Get Results When You Use



★ EUGENE, OREGON ★

THE FASTEST GROWING STATION IN CBS Affiliate assures top network programming, plus popular local features.

Promotional helps include store displays, promotional announcements, extra newspaper publicity and display ads. KERG is affiliated with the Register-Guard, Eugene's only Newspaper—the largest Daily outside of Portland.

Among all CBS cities under 50,000 population Eugene ranks 22nd in population but 4th in retail sales with a consumer market estimate of 1951 retail sales of \$89,799,000.00 and wholesale sales of \$108,761,000.

OREGON'S LARGEST MARKET

OUTSIDE OF PORTLAND

1951 per capita retail sales—\$2,394

... 133% over national average

... 14% higher than 1950

KERG's Responsive Coverage Area

Population 220,200

Total Retail Sales \$226,188,000

(Consumer Markets 1952-53)

CBS Affiliate **KERG** Rep. by: Weed & Company

1000 Watts 1280 KC **KERG** Art. Moore & Son

EUGENE, OREGON Oregon & Washington

Hollywood and downtown offices were combined at a new location about the first of this year. Another large agency is considering a similar consolidation.

■ Apparently the reason larger agencies see no difference between operations in southern California and elsewhere is that they are not interested in the size of account that causes the problems revealed by local agencies.

Don Belding, chairman of the executive committee of Foote, Cone & Belding, puts it briefly: "There is no difference in operations here because we use the same yardstick as elsewhere." Growth of the agency in the West has reached the agency's standard, a yearly gain of 10% in billings—5% from growth of accounts and 5% from new accounts. Mr. Belding, however, did express the opinion there are more national agencies with offices here than there would be in other markets on the basis of potential.

Andrew Neally, v.p. of Batten,

Barton, Durstine & Osborn, showed AA a study made by his office which points up a situation usually overlooked when southern California is considered in the light of its agency potential. "It's a terrific retail market, the third in the nation. But it is not third in terms of origin of advertising dollars."

■ Of the 1,095 southern California accounts in national magazines, 572 spend less than \$1,000. Only 110 accounts spend more than \$25,000 in newspapers. Combining AA and PIB reports of newspaper advertising expenditures, then calculating television and radio expenditures—with regional and spot television and radio excluded—there appear to be some 68 accounts billing \$40,000 or more, still a low figure to be of interest to a large agency.

If advertising in national magazines had been included in the study, the total might be 80 such accounts. Retail sales, investments, bank clearances and other indices of business activity show a false picture insofar as agency potential is concerned.

The contradiction is best explained, Mr. Neally points out, by going to eastern Los Angeles where on one corner are grouped three plants with investments considerably in excess of \$30,000,000. They bring in plenty of money and contribute to the retail market, but they still are branches. The advertising dollars for them originate elsewhere.

■ William Sloane, account executive of Roy S. Durstine Inc., offers the opinion that because of geographic and other peculiarities of the West, a branch office in this area needs greater freedom of action than in any other region of the country. Beyond that, the distances involved in getting around make it impossible to service clients in the same fashion as elsewhere. Thus, frequency of client visits must be reduced by longer-range planning.

An in-between comment is offered by John R. West, president of West-Marquis, which has offices in five western cities—Los Angeles, San Francisco, Long Beach, Seattle and Portland. In the majority of these cities, he says, industrial growth has not been as rapid as in southern California, and they are characteristically more conservative areas. Hence agency operations are more conventional.

■ It's different in southern California, which has grown tremendously in the past 20 years. The "relative youth" of accounts in the area creates the problem of the "immaturity" of the advertiser. In the East, the average desirable account has been in business from 50 to 75 years. This compares with 10 to 15 years here.

Eastern advertisers have experienced and mature advertising departments, and coordinate their sales planning. In southern California, many of the larger accounts—and practically all of the smaller ones—have only a skeleton advertising department or none at all. The result is that agencies in southern California must gear themselves to doing work usually performed by qualified advertising departments, and are forced to take an important part in client sales planning.

■ Because of the predominance of accounts in the lower brackets, a large percentage of financially sound agencies operate on a retainer fee basis. This is necessary in order to provide the necessary type of service needed by young and growing industries. In Mr. West's opinion, this percentage is vastly higher than it is anywhere else, and it is a condition which will continue to prevail for years to come.

Henry Mayers, president of the Mayers Co., believes that there isn't another community in the country where so many businessmen have such a "warped, cock-eyed, and negative" point of view toward advertising and agencies. This results from the large number of agencies (estimated at more than 500) which serve the many small companies that have sprung up in recent years.

■ Many companies which need advertising service can't afford to pay what an adequate, properly staffed agency must charge for it. Such agencies have to turn down two out of three who need agency service or help for that reason alone.

It is this situation that has spawned the great number of agencies now operating around Los Angeles. To make a living from such accounts, recommendations may be exclusively media—in order to get the commissions—and sometimes fail to serve the best interest of the client. Some of these

agency people are not qualified. Service often is inadequate and not necessarily objective, leading to "guilt by association" for all agencies.

Carl Heintz Jr., executive v.p. of Heintz & Co., feels the main problem is the turnover among agencies. This in-and-out movement tends to undermine the commission basis. Because there are few large accounts, there is a great deal of sharpshooting at the smaller accounts.

■ Many advertisers are burned because they have refused to pay a fee to compensate for the small commissions from small budgets. Their accounts often are handled by agencies which do not have qualified personnel or adequate facilities.

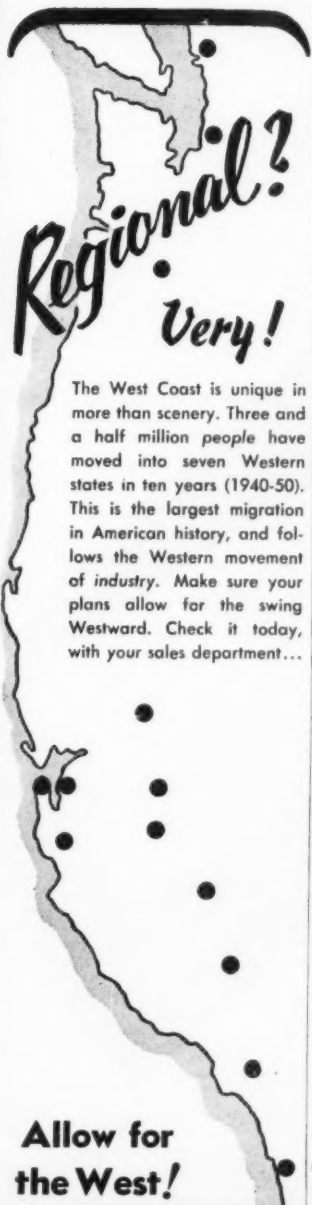
Part of the blame for the unrest can be placed on the California climate, which draws many ad people here. There is more competition for a \$10,000 account than for a \$100,000 account in other areas. With all the turmoil thus

generated, a lot of poor advertising results.

When an advertiser is disillusioned, a good agency sometimes needs as much as two years in order to convince an account that it knows its business. It ends up spending too much time defending advertising—time that should be spent in servicing the account. You have to spend more hours to make "the same buck," Mr. Heintz says.

Clarence Davenport, v.p. of the McCarty Co., said the general belief that there is more than an average amount of account solicitation activity in Los Angeles is unquestionably true. He said that a comparison of experiences in the agency's Los Angeles and San Francisco offices convinced him.

Mr. Davenport contends that, because the industrial growth in southern California is relatively recent, it is necessary for an agency to work harder and more closely with accounts and thus to help them grow and compete with larger, longer-established companies.



Regional?
Very!

The West Coast is unique in more than scenery. Three and a half million people have moved into seven Western states in ten years (1940-50). This is the largest migration in American history, and follows the Western movement of industry. Make sure your plans allow for the swing Westward. Check it today, with your sales department...

Allow for
the West!

Western
MACHINERY
STEEL WORLD

Metropolitan
San Jose

... One of the WEST'S
Fastest Growing Markets

*It's California's
4TH market*

POPULATION:
331,000 people with an effective
buying power of \$457,000,000.

BUSINESS GAINS:
Up 554% since 1949, compared
with nation's business gains of
287%.

CIRCULATION GAINS:
Combined Daily Circulation nearly
doubled in 10 years. Now over
74,000 compared with less than
39,000 in 1942!

This rich, responsive market is covered only by
San Jose Mercury • SAN JOSE NEWS
REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

No Holds Barred . . .

White King Ads Blast Detergents, Offer Prizes—and Sell Lots of Soap

LOS ANGELES, Oct. 15—If the time comes when you are discouraged about your company or your client being out-advertised by competition, take hope from the case of White King Soap Co. here.

Few businesses are more competitive than soap. But until May of last year, even White King and its agency, the Raymond R. Morgan Co., hadn't realized how keen competition really was.

How they learned the extent of advertising competition for White King is an interesting story in itself.

A little less than two years ago, the president of White King, the company's oldest employe, died. Shortly afterward, the secretary of the company died. This left but

one executive familiar with the advertising picture.

With the reorganization that took place in the management of the company, it was necessary for the agency to go to the board of directors, and everybody on down the line, and educate them "about the facts of life in the soap business," Robert Temple, executive v.p., relates.

■ It was a three-part presentation. It included a survey of the competition from other soaps. White King is a soap; the company does not make a detergent. White King competes with Duz, Lux, Ivory Flakes, Ivory Snow, Borax, Sutho, Oxydol, Rinso, Dash, Fels Naptha, Silver Dust, Citrus, Chiffon, Stry-

kers, White Navy, Scotch, Super Suds and Peet's.

Looking into the detergent field, competitors included Fleet, Tay, Merrill's, All, Kenu, Felsco, Trend, Dreft, Surf, Breeze, Ease, Hyten, Swerl, Vel, Glim, Sky, Joy, Fab, Cheer, and of course, Tide.

There was a total of 35 soaps and detergents competing against White King soap in the eleven western states to which its distribution is confined.

These facts had to be presented to the board, plus a picture of what the soap business was like. It was felt that the picture had to go beyond the usual practice of routine statistics and reports of salesmen telling of new offers and including newspaper ads.

■ To get this picture, the Morgan agency took a period of four weeks—from the last week in March, until the last week of April in 1951—and collected every bit of information it could on competitive advertising being done in White King's territory.

Some promotion was not "collectible," because it was impossible to know how extensive it was. It was known that during this year Surf did a complete house-to-house sampling job in over 1,000,000 homes in Southern California alone. Fab had one free coupon which was redeemed in grocery stores. Cheer later did a complete sampling job in every home in Southern California.

Bob Temple says there were at least four other complete couponing jobs done by one company, and "I think three by one of the others, and two by one of the others." It being difficult to collect this sort of information with any degree of completeness, concentration was placed on counting advertising that could be counted.

■ Starting with spot radio announcements, during the selected period, a total of 2,045 spots were aired in the Los Angeles market alone by Fab, Surf, Vel, Super Suds, Tide, Joy, Ivory Flakes, Ivory Snow, Bon Ami, Ajax, Spic and Span, and Bu-tay. The same type of tabulation in San Francisco showed 1,417 spots.

Checking network radio advertising, it was learned that Procter & Gamble alone made a total of 278 broadcasts in White King's market in the four-week period. All these programs were 15 minutes or longer.

Similarly, Colgate-Palmolive-Peet had 54 radio network broadcasts during the period; Lever Bros. Co. aired 30 radio network programs; B. T. Babbitt was on 42 radio network news broadcasts; Fels & Co. sponsored 17 radio network broadcasts.

In television, Colgate-Palmolive-Peet used 26 spots in San Francisco; Cudahy used 45 spots in San Francisco; Lever Bros. ran eight spots in Los Angeles; Bu-Tay sponsored ten spots in Los Angeles.

Procter & Gamble used a total of 285 spots in Los Angeles and San Francisco.

On the program side, Manhattan Soap sponsored four half-hour shows; Procter & Gamble had a total of 50 shows during the check period.

■ The picture with respect to newspaper advertising was the same. All national ads were collected. No cooperative advertising was counted. Many were full pages in four colors. A good number were 1,000 lines.

In the four-week period, Tide ran 146 ads in the 11 western states, for a total of 163,000 lines; Fab had 179. The Surf total was 131; Trend carried 259 ads for 11,000 lines; Vel had 136; Dreft ran 16; Joy ran 110 ads, most in color; New totaled five; Glim had eight. These are all detergents.

Among soaps, Rinso ran 54 ads,

Oxydol 26, Super Suds 47, Lux 5, Ivory Snow 5, Silver Dust 28, Safeway Stores 134.

The total for the period was 104,000 lines of advertising for soaps, 610,000 lines for detergents.

Against this, White King had two 15-minute newscasts a day on 76 Mutual stations with some spot fill-ins of stations, for full coverage of the 11 western states, one ad in *The American Weekly*, and one ad in the *Los Angeles Times* home section and a limited number of outdoor showings.

■ A third check of the extent to which detergents had taken hold revealed that within some five or six years they had captured approximately two-thirds of the soap market. It was necessary to point out to the directors of the company that White King's greatest potential was now limited to one-third of the market—and that the change had occurred within just the past few years.

Despite this discouraging picture, White King soap was hold-

ing its own (perhaps the growth of population in the West helped). In the 11 western states, White King is the top-selling soap. It sells more than Oxydol, Rinso, Duz, Super Suds and Peet's combined in the West, Mr. Temple says.

White King is second to Tide, a detergent, in the West. After the big three—Procter & Gamble, Lever Bros., Colgate-Palmolive-Peet—it is the fourth largest soap company in the U. S., and the largest independent in the nation.

■ Evaluating reasons for White King's maintenance of position, three factors were considered responsible:

1. It is "a whale of a product." For the record, White King was the first company to produce a soap specifically for use in washing machines (1918). Company officials maintain that despite attempts, no one yet has been able to duplicate their soap.

2. A very aggressive sales force.

3. Advertising and merchandising ideas.



WANT to corral more Western customers for your brand, pardner? Call on the newspaper

representative firm with the "top hands" to help you!

The West-Holliday Company— for over 30 years a leader in its field in the West— offers you the services of a hustling bunch of square-shooting "wranglers," who can rustle all the market facts you need. Our crew operates in five Western cities . . . San Francisco, Los Angeles, Portland, Seattle and Denver. (They're aided by some mighty smart "dudes" in our three other company-owned offices in New York, Chicago and Detroit.)

West-Holliday represents daily newspapers in nine of the 11 Western states. We've "grown up" with the West, and have enjoyed long-term associations with the majority of the newspapers we're privileged to represent.

To "round up" more sales for your brand in the West, put our "savvy" to work for you. We'll "steer" you right!



SAN FRANCISCO LOS ANGELES PORTLAND SEATTLE DENVER NEW YORK CHICAGO DETROIT

Special advertisement for buyers of California Newspaper Space

Have YOU an EARNED MERCHANDISING CREDIT? in Richmond, California?

Richmond Independent Dividend Bank No 54321
Richmond, California

Pay to the order of "YOUR PRODUCT" MERCHANDISING FUND \$ -- 52.88 -- Dollars

WIN SMITH, Manager National Advertising

RICHMOND INDEPENDENT

Win Smith of the RICHMOND INDEPENDENT can tell you

*Earned merchandising credit means our money is spent on your product for your profit! New accounts get an initial bonus!

W.S.



SLUGGING COPY—Much of White King's sales success is attributed to copy like this, which attacks detergents. The ads, in color, are run in *The American Weekly* and *This Week Magazine*.

Some definite changes were made in the advertising program as a result of the study. The radio program, which has been sponsored for the past 13 years, is still going. This program has carried the major load over the years, and everyone concerned is quite happy with Frank Hemingway, the newscaster on it.

Some years back greater coverage was desired. But White King didn't have the budget to buy what was considered the most desirable time. In Bob Temple's words: "We had to buy something cheap, and nobody ever heard of going on a network at seven o'clock in the morning. The networks opened at eight o'clock for broadcasting and ten o'clock for selling. I think...

"We had to cook up our own deal. We figured if we got on before anybody was awake at the networks maybe we'd get some people awake at home. We worked out our own deal, and went to them and said, 'We'd like to buy time, and this is what we think it ought to cost. If that is what it costs, we will buy it.'"

Frank Hemingway was not an announcer when he started doing the newscasts. At one time he had been a leading man in light opera and musical comedy. When the

war came along and four or five news announcers were lost to the armed services, he was taken on because he "was old enough and bald enough that they didn't want him."

His acting ability is believed to add a definite asset to his newscasts. It was found that he had a mastery of dialects. The use of this ability was encouraged, and now, says Mr. Temple, "If he is quoting or adding color to events—let's say it was Churchill who made a speech—you can't tell whether Churchill is with Frank when he makes the broadcast. It does the same thing a cartoon on the editorial page does for a newspaper."

At the time he is on, Heming-

way is the No. 1 radio program. He has a 4.1 rating on the Mutual-Don Lee network. Bob Temple asserts, "It shows what all of us have known. People do not listen to networks, they listen to what they want to hear."

As a result of the survey of the advertising and competitive situation, the company voted a budget for some newspaper ads. The 13 pages per year were continued in *The American Weekly*. After testing of newspaper copy, the added budget was channeled into a similar schedule of 13 pages a year in *This Week Magazine*. The *American Weekly* ads are in four colors; those in *This Week* are in two colors.

The number of outdoor boards in the 11 western states has also

been substantially increased. All locations are hand picked, and permanent leases obtained for the locations. Particularly sought are curves on roads, to get greatest visibility.

Most important, it is believed, the agency got the consent of everyone in the company, including lawyers, to really get out and slug it out with the detergents by using fighting copy.

For some three years, *The American Weekly* ads had featured paintings of the "Old Masters." Copy ran to the effect that "everyone likes the Old Masters, everyone likes White King."

Now, for the first time, bold headlines and slugging copy were used. Some examples: "The Easi-

est, Cleanest, Cheapest, Safest Way"; "What you really buy is a package of cleanliness—with White King you get it"; "Isn't it silly to

- 225,000 Rotarians own their homes
- 108,300 own income property
- 65,550 own farms
- 79,800 plan to build or buy
- 293,000 pay for and read *The Rotarian* regularly

THERE'S NOTHING "COLD" ABOUT THIS WAR TO SAVE OUR SOILS!



FERTILIZER SALES from 1946 - 1951

1946-47	32,200 Tons
1947-48	90,349 "
1948-49	113,827 "
1949-50	155,264 "
1950-51	180,769 "

Commercial Sales of Fertilizer as reported by the Fertilizer Manufacturers and issued by the Kansas State Board of Agriculture.

it's war all right, and a "hot" one — this struggle to restore our soils to their original fertility. In fact, in the picture above a combination fertilizer-spreader and corn cultivator mounted on a large tractor looks like an army tank in full charge on the enemy.

it used to take a generation to restore a run-down farm — today you can do it fast, in a season or two! Kansas Farmer has a long-standing editorial policy of keeping readers up to date on soil management. An entire section of the August 16 issue was devoted to new methods, fertilizers and equipment. As always, the articles were carefully tailored to meet conditions on Kansas farm lands. A man can take this information out to the fields and put it to work.

many top producers of fertilizer and farm equipment tied in with this special section. They know the extra impact developed by Kansas Farmer makes sales for them. Next time you want to sell to the Kansas farm market — be sure Kansas Farmer is on your schedule!



Raymond H. Gilkeson,

Editor of Kansas Farmer, a soils expert in his own right, and director of fertilizer editorials.



THE BUSINESS PAPER OF KANSAS FARMERS

KANSAS FARMER — Editorial and Business Office — Topeka, Kansas
Published by Copper Publications
Largest Agricultural Press in the World

Gunning for More Sales



When you aim your advertising message at this profitable, fast-growing market, don't scatter your shots—blanket every segment of the industry by using the Northwest's own automotive trade journals, *NORTHWEST MOTOR* and *AUTOMOTIVE NEWS* of the Pacific Northwest, known in combination as Northwest Trade Publications.

OVER 10,700 COMBINED CIRCULATION... the most intensive automotive trade coverage of this region and Alaska afforded by any publications... plus HIGH readership interest at LOW advertising cost!

- Two Publications
- Combination Rates
- One Set of Plates
- One Billing

For Further Information Write:
NORTHWEST TRADE PUBLICATIONS
106 Woodlark Building - Portland 3, Oregon

wash clothes and still leave them dirty?"

"We don't believe that a person reading this paper would prefer to wear clothes that weren't rinsed"; "It is against the law to say soap—unless there is soap in the package"; "The backache is gone—but is heartache taking its place?"

The first consideration in this approach was the fact that deter-

gents had grown on the basis of "great claims, some of which were justified," Bob Temple observes. The original detergents were then followed by no-rinse Surf, which came up with new claims.

It was about this time that White King's studies had convinced them that "detergents do not clean, no matter how many rinses." This thinking provided what were considered the two vulnerabilities of detergents: (1) They are hard on the hands, and (2) they do not make clothes clean. As copy and headlines reveal, these two points are hammered home by White King.

However, White King research turned up another discouraging factor. In order to switch detergent users to White King it was also necessary to sell them an additional product, White King water softener. Apparently, the chemical composition of the detergent is such that soap cannot cut it. It is necessary to use a water softener to do this cutting before the soap can take hold.

Ads had to promote the "White King '1-2' Washing Method." This consists of (1) soften your wash water with White King Water Softener, and (2) add enough White King soap to make a good batch of standing soap suds. Then wash in the usual manner. These instructions were also printed in ad form on the back of the soap package.

Fortunately for White King, sell-



CONTEST COPY—When it's not attacking detergents in its ads, White King runs color pages like this in The American Weekly and This Week Magazine to call attention to contests in which washing machines are awarded.

ing a water softener isn't as difficult a job in the West as it would be elsewhere. Most water is hard throughout the West, with the exception of the Portland and Seattle areas. Thus most people are accustomed to using water softeners.

There was an immediately noticeable effect from these ads upon the grocery trade. Grocers asked for reprints of the ads, and this wound up as "the best trade campaign we had ever waged." Mr.

The West—Most Highly Motorized

Much of the face of America has been fashioned by the automobile, and nowhere has the automotive age made so vast an impact as upon the 11 western states. It is not surprising, therefore, that automobile ownership, both trucks and private cars, is higher in these states, per capita, than for the country as a whole.

State	1951 Total Motor Vehicle Registration	% Population to U. S. Total 1951	% Total Motor Vehicles to U. S. Total	1951 Total Privately Owned Automobiles	% of Total U. S.
United States	51,913,965	100.00	100.00	42,525,000	100.00
Arizona	293,833	0.52	0.57	221,000	0.52
California	4,925,543	7.05	9.49	4,293,000	9.88
Colorado	599,613	0.88	1.16	456,000	1.07
Idaho	281,372	0.39	0.54	201,000	0.47
Montana	277,031	0.39	0.53	188,000	0.44
Nevada	86,062	0.11	0.17	65,000	0.15
New Mexico	258,836	0.45	0.50	186,000	0.44
Oregon	691,397	1.03	1.33	605,000	1.42
Utah	264,711	0.47	0.51	211,000	0.50
Washington	969,783	1.55	1.87	783,000	1.84
Wyoming	149,334	0.19	0.29	103,000	0.24
Total in 11 Western States	8,796,517	13.03	16.96	7,223,000	16.97

Figures from Department of Commerce, based on Bureau of Census civilian population estimates, excluding persons in the armed forces stationed in the state, as well as military personnel serving overseas.

Temple reports. Sales results were felt after just the first ad.

He says the agency got a kick out of writing this kind of copy because "every advertising guy likes to try to write something he thinks has some guts in it." The "guts" were contributed by a continuing research carried on in homes. Much of it was done through washing machine dealers. Dealing with facts gives copy "sincerity" and "conviction," White King believes.

Over many years, White King has taken pains to work closely with these dealers. And, it asserts, the dealers have a soft spot in their hearts for White King, because when it was originally made it was called a washing machine soap... and it was the first.

This relationship is maintained so that frequently when washing machine dealers get complaints which they feel are not due to the machine itself, they call on White King. In Los Angeles alone, the company has six women making such "trouble" calls.

Mr. Temple says, "Whenever we find that the trouble exists because of a woman using a detergent, we take the clothes and wash them again with White King soap right in the home, and ask the women if we can have a sample of the wash water. Every time we have rewashed clothes that have been washed in detergents, we have come out with samples of wash water that you would swear were taken out of the sump pit of an oil well.

"We have the greatest collection of goop you ever saw in your life with a complete case history of how it happened. Some women were very interested in what we had to tell them about soap."

It's understandable that good relations are maintained with dealers, when complaints are shown not to be the fault of their machine. The mutual esteem is bolstered in another manner. Every third ad in *The American Weekly* and *This Week* is a merchandising ad, and the radio program ties in.

This results in one promotion every three months. Two of them are usually an offer of some kind, i.e., three camellia flowered tuberosus begonia bulbs for 25¢ with a White King soap box top. The other two are usually a contest with automatic washers as prizes.

In a contest launched in April of this year, 40 Bendix automatic washers were awarded each week for six weeks for statements beginning "For washing clothes, I prefer White King REAL Soap-suds over no-rinse chemicals because:" Westinghouse washers are also used in contests.

The contests are a cooperative deal with the washing machine companies. Dealers are encouraged to tie in by contest announcements in their showrooms and floor displays in food stores. The aggressiveness of the sales force on these promotions is credited with much of the White King success. An example is the sparsely populated Pocatello, Ida., area, where one salesman arranged for displays of machines in 294 stores.

Because of its competitive nature, it's usually impossible to get specific figures on sales in the soap industry. White King is no exception. But this much will be said: while the detergents have apparently stabilized at two-thirds of the total market, other soap companies are losing business.

Bislari to Use English Dailies

Bislari Co., U. S. licensee of the Italian manufacturer of Ferro-China Bislari, a stomach tonic, has named Admiral Advertising, New York, to handle its first campaign aimed at non-Italian consumers. For almost 50 years, all U. S. advertising has been in Italian language media. English-language dailies will now be used, including those aimed at the Negro and Puerto Rican population.

Guild Films Sells Quiz

Guild Films Inc., Hollywood, has acquired television sales and distribution rights for a new 15-minute action sports quiz show, "Call the Play." The program features sports plays in which team managers are called upon to make split-second decisions. The solution as it was called is finally shown on film. There will be 152 such shows, 26 of which have been completed.

Willson Heads National BBB

Kenneth B. Willson has been elected president of the National Better Business Bureau. He succeeds the late Edward L. Greene. Elected to the post of executive v.p. is Allan E. Backman. Mr. Willson has been executive v.p. for the past two years, while Mr. Backman has been a v.p. for the same period.

'YONNE SAYS:—
YOU'D BETTER READ THE REPORTS OF OUR GROCERY STORE INVENTORIES



Send for Complete 10 Week Studies of Margarine • Instant Coffee • Detergents Packaged Tea • Tea in Bags

Ask about other Studies
Send or call for complete details
THE BAYONNE TIMES
BAYONNE, NEW JERSEY
"Bayonne cannot be sold from the outside"
NATIONALLY REPRESENTED BY
BOGNER & MARTIN

Starting Oct. 26th!

SELL More BY MAIL
thru the Miami Herald's
NEW MAIL ORDER SECTION

— reaching a lush billion dollar market that's made to order for mail order



Thru the special new Mail Order Section in our popular Sunday Magazine, your ad goes into 1 out of every 3.7 Florida homes!

- Florida has nearly a million rural residents, plus 1,800,000 urbanites.
- 90% of its married families have their own households.
- It's a lush, billion dollar market that includes Metropolitan Miami, with the nation's highest per capita spending record!

What's more, you'll profit from The Miami Herald's low-cost coverage, its late closing, and the flexibility that its weekly section provides. Schedule your first insertion now, and see it pay off fast!



JOHN S. KNIGHT, Publisher
STORY BROOKS & FINLEY, National Reps
Affiliated Stations -- WQAM, WQAM-FM

MIAMI—An International Market

MATS PLASTIC PLATES ELECTROTYPES
WAbash 2-1204 •

OPEN AROUND THE CLOCK

Progressive MATRIX COMPANY
517 SOUTH JEFFERSON STREET, CHICAGO 7, ILLINOIS

Along the Media Path

● The *Philadelphia Inquirer* has moved its Sunday book section from the rotogravure magazine supplement to the b&w arts and amusement section. Result: Rates are reduced from \$1.45 a line to \$1.25 and book ads will be accepted four days before publication date instead of 13 days in advance.

● The October *Woman's Day* makes a good try at covering all of U.S. history in a 35x26" panoramic chart. Historian Bernard DeVoto and illustrator Isa Barnett have crammed into the chart portraits and short biographies of the 32 Presidents, maps of U.S. territorial and population growth, development of the flag, wars, inventions and important affairs of state.

● The *Milwaukee Sentinel* picked up 19,207 ad lines for a special Industrial Safety supplement marking the founding of the U.S. Safety Council in Milwaukee 40 years ago.

● The *Daily Alaska Empire*, Juneau, Alaska, had a rather lively celebration of National Newspaper Week. The newspaper ran special ads, editorials and stories on the event and also tied up the observance with corruption charges against territorial Gov. Ernest Gruening. The governor and two of his aides promptly sued the *Empire* for \$300,000 and the paper then bawled out the governor for failing to proclaim National Newspaper Week. It editorialized:

"Governor Gruening had no time on Oct. 1 to express his views verbally on the role of newspapers. He was too busy in the clerk of court's office, filing suit against a newspaper that had dared dig up and print the story of the 'special' Chilkoot ferry bank account." (This is a fund which the *Empire* charges has been set up illegally by the governor.)

Needless to say, politics lurks in the background. Gov. Gruening is a Democrat and the *Empire* is a strong Republican paper.

● *Capper's Weekly*, a digest newspaper circulated in the Midwest, has put out a mailing piece boosting its mail order department. The promotion reports results of a survey which show that 95.5% of subscribers have at one time or another ordered merchandise by mail.

● A giant newsgram from *Science & Mechanics* reports "the most terrific announcement we have ever made." The Chicago magazine says an intensive promotion drive (including radio and TV programs) will be launched to back a 1,000,000 newsstand distribution for the February issue. The current ABC net paid circulation is 500,000 and the goal for the February issue is 850,000.

● Everything you want to know about *Modern Machine Shop*—its market, circulation, readership, editorial content and advertising—is contained in an attractive 48-page market and media file just issued by Gardner Publications.

● Another study of the rural South has been put out by *Progressive Farmer*. "The Rural South Today," part of a continuing survey made by Crossley Inc., reports on farm and general magazine readership, family income, land ownership and shopping habits.

● The *Oakland Tribune* promotes Oakland and itself in a new, handy

in food, third in electrical appliances and third in total linage.

● The *Berkshire Evening Eagle*, Pittsfield, Mass., is flashing news items on an electronic bulletin board set up on a building a half block away. An electric eye and "scanner" in the *Eagle* editorial office send the news to a facsimile recorder, which automatically enlarges 10 times typed bulletins, photographs, line drawings and maps.

● Extra merchandising—in the form of dealer mailings, reprints, display cards and stickers—is now being offered to advertisers by *Modern Photography* and *Photo Dealer*. The sales aids provided are based on the amount of space used.

Food Editors Get Vestas

Vesta awards for outstanding presentation of news about food, presented by the American Meat Institute, have been given to Sarah Ellen Merritt of the *Miami Daily News*, Joan Shoemaker of the In-

dianapolis *Times*, Esther Hall of the *San Francisco Chronicle* and Grace Hartley of the *Atlanta Journal*. Each gets a bronze statuette of the mythological goddess Vesta.

Colvig Named to KNXT Post

By Colvig has been appointed assistant promotion manager in charge of trade promotion for KNXT, Los Angeles. Mr. Colvig formerly was assistant sales promotion manager for KECA and KECA-TV, Los Angeles, and the American Broadcasting Co.'s western division.

for the local advertiser
of a quality product . . .



Lilli Palmer,

"... the toast of television row"

—BEN GROSS, DAILY NEWS

Beauty plus charm plus talent . . . and informative, entertaining interviews with famous personalities. That's why this gracious lady of theatre and screen rocketed to overnight television success.

Now NBC presents "The Lilli Palmer Show," the perfect program to advertise a quality product. This brand-new film series is available to you on a market-to-market basis . . . 26 fifteen-minute shows filled with all the Lilli Palmer magic.

"The Lilli Palmer Show" is geared for the family audience . . . and this means a big audience.

The show was Hollywood-filmed expressly for television . . . they're 1952 pictures . . . of 1952 quality.

The films are backed by NBC—the network with the industry's longest, continuous experience in television programming.

For further information on "The Lilli Palmer Show"—and other NBC Quality films—write, call or wire:

NBC *film programs*

30 Rockefeller Plaza, New York 20

Offices in: New York, Chicago, Los Angeles

A Service of America's No. 1 Network



NAAN WHEELS—Pictured at their recent meeting in Washington are members of the National Advertising Agency Network's steering committee. Left to right are William H. Long, W. H. Long Co., York, Pa.; Russell C. Ronalds, Ronalds Advertising Agency, Montreal; Henry J. Kaufman, Henry J. Kaufman & Associates,

Washington; Oakleigh R. French, Oakleigh R. French & Associates, St. Louis; Frank G. Japha, executive secretary of the network; Charles Carter, Carter Advertising Agency, Kansas City, Mo.; Harry G. Hoffman, Hoffman & York, Milwaukee, and Herman H. Hutzler, Hutzler Advertising Agency, Dayton.

Rose Agency Moves Office

Charles Edson Rose Co., Chicago, has moved its offices to 6570 Sheridan Rd., Chicago, on the far north side of the city, in an attempt to escape the noise and distractions of the congested downtown area.

Black & Decker Will Use Characterization of Home Handy Man

Towson, Md., Oct. 14—Black & Decker Mfg. Co., home power tool maker, is introducing a new trade character, Bob Davis, "a former hardware store owner and long-time home handy man" in its fall-Christmas consumer advertising.

He will be featured in all consumer ads, which also will feature a coupon for a free 52-page book, "Handy Tips for Handy Men."

Initial ads will appear in the October, November and December issues of *Better Homes & Gardens* and *The Saturday Evening Post* in two half pages and one full page insertion.

Space will follow in *American Builder*, *Electricity on the Farm*, *Farm Journal*, *Home Maintenance & Improvement*, *Household, Mechanics Illustrated*, *Popular Mechanics*, *Popular Science Monthly* and *Practical Builder*.

A new display program, a Christmas display contest and newspaper, radio and television advertising will help spark the campaign. Ads in *American Lumberman*, *Building Supply News*, *Hardware Age* and *Hardware Retailer* will announce the promotion to the trade.

VanSant, Dugdale & Co., Baltimore, is the agency.

Goodyear Appoints Porter

Jack D. Porter has been appointed to the sales promotion department of Goodyear Tire & Rubber Co., Akron. With the company since 1933, most recently doing display work in the advertising department, Mr. Porter will coordinate advertising and sales promotion activities of the chemical products division.

Radiomarine Boosts Lorraine

Jean (Dick) Lorraine has been appointed manager of the Chatham-South Chatham coastal station, WCC/WIM, Radiomarine Corp. of America, New York. Mr. Lorraine formerly was acting manager of the station.

Vodka Drinks Are the Rage in California

HOLLYWOOD, Oct. 17—A lot of people out here believe vodka is going to become more popular than gin. And they may be right.

More and more, people up and down the coast are ordering a vodka Collins, a vodka martini, vodka on-the-rocks, vodka straight, vodka in ginger ale, vodka in orange juice, vodka in soft drinks, and, of course, the inevitable Moscow Mule.

This has all happened within the last few years. And the fad—or taste for vodka, whatever you want to call it—that has developed out here since 1946 or '47, started right here in this wacky, sunny, wealthy metropolis of movie magnates and magnanimous madness.

A well patronized bistro out here named the Cock and Bull concocted a novelty beverage back in the late 1940s called the Moscow Mule. It's made with vodka and ginger beer laced with a little lime juice and a touch of sugar and is served in a chilled copper mug.

It caught on rapidly, and its popularity has spread eastward on the wings of planes, and in the roaring trains that carry tourists homeward from this Mecca of mirages.

The number of cases of vodka sold a few years ago was relatively insignificant. But during the first seven months of 1952, according to Benjamin W. Corrado, New York liquor consultant and statistician, American distilleries shipped to customers 450,000 cases, or 1,128,126 gallons, of vodka. During the same period of 1951, shipments amounted to only 280,000 cases, or 672,346 gallons.

Distillers expect vodka sales to reach nearly 1,000,000 cases by the end of this year.

It is estimated that about 70,000 gallons of vodka will be bottled in California this year. But most of the distilling and bottling of vodka is done in the eastern states.

The oldest and first American producer of vodka is still the sales leader. This is G. F. Heublein &

You turn it over most often



SMIRNOFF is the only brand they demand...
 You turn it over fast without fear talk.
 You make a handsome profit.
 And you make it often!

SMIRNOFF really advertises...
 In all the papers every week.
 In Life Magazine every month.
 It's your advertising if you use it right!

Smirnoff
 the greatest name in VODKA

So smooth it leaves you BREATHELESS
 80 or 100 proof. Made from 100% grain neutral spirits. Ste. Pierre Smirnoff Fls. Inc., Hartford, Conn.

STRESS ON TURNOVER—In its ads to the liquor trade Smirnoff places particular emphasis on fast turnover, dealer profit and points out the extent of advertising being done on the product in western states.

Bro. of Hartford, Conn., sole U. S. distributor of Smirnoff vodka, made by its subsidiary, Ste. Pierre Smirnoff Fls. Inc., also of Hartford.

Heublein acquired the brand name, process formula and good will of the Russian company shortly after the Bolshevik revolution of 1917.

Originally, vodka was distilled in Russia from potatoes. But vodka today is made from 100% grain neutral spirits, and is usually 80 or 100 proof. Grain neutral spirits, according to federal regulations, must be distilled, just like whisky, from a mash of grain. But whisky has to be distilled at less than 190 proof, while grain neutral spirits have to be distilled at or above 190 proof.

Vodka looks something like gin. And out here on the Pacific Coast

ADA-torial
 (No. 5 of a Series)

HOW TO SAVE ON PARCEL POST

BASE POINT MAILING is a method we originated to handle U. S. Parcel Post shipments of Premiums, Display Materials, etc. It is a great money-saver.

The plan is simple: We analyze your need and direct bulk shipments of your product to our warehouses located at strategic mailing centers (New York, Dallas, Chicago, San Francisco, etc.) Then, as your orders come to us, they are cleared to whichever Base Point can pack and ship fastest, cheapest.

Where you have a quantity of individually addressed packages, this is the ideal postage-saving method. Saves time in transit, too!

Of course, Base Point Mailing requires warehouse and packing facilities at the right Parcel Post "zone centers". And it takes people with real know-how to handle rapidly, efficiently and at greatest saving. All these things we have—for you!

If you ship via Parcel Post, we can do the job for you faster and cheaper... Just phone our nearest office now:

ADVERTISING DISTRIBUTORS OF AMERICA, INC.

- NEW YORK 17
400 Madison Ave. Murray Hill 8-6500
- CHICAGO 5
624 S. Michigan Ave. Harrison 7-0678
- DETROIT 26
834 Bagley Ave. Woodward 2-1174
- PHILADELPHIA 47
N.E. Cor.—Broad & Washington Ave. Howard 8-9610
- PITTSBURGH 22
243 First Ave. Grant 1-1100
- SAN FRANCISCO 3
809 Mission St. Garfield 1-1066
- LOS ANGELES 15
1227 S. Olive St. PResscut 3064
- CANADA: TORONTO, ONT.
1158-64 Dundas St. W. Lakeside 2017



"You don't have to scratch—

To reach the French-speaking market in Ottawa... just use Le Droit".

over 40% of the Ottawa A.B.C. city zone speak French

LE DROIT

Daily Circulation over 26,000
 Head Office and Plant—368 Dalhousie St., Ottawa

U. S. Representatives—

SHANNON AND ASSOCIATES



Ad Beyer SAYS...

ROCKFORD

(at the Top in Illinois)

Best Test City in the Mid-West



Population 126,876 A.B.C. City Zone

ROCKFORD MORNING STAR
Rockford Register-Republic

it is beginning to cut into gin sales. About a year ago gin outsold vodka about 12 to 1. Now the ratio is about 9 to 1.

There are probably two major reasons for this. First, the vigorous and consistent advertising that vodka producers, notably Smirnoff, have been doing since 1949, and secondly because of certain qualities inherent in the product.

Unlike gin, vodka is flavorless. It blends with the flavor of whatever it is mixed with. Gin has its own distinctive, aromatic flavor that permeates the other ingredients in a gin drink. Gin is made by combining grain neutral spirits with juniper berries and various other botanicals, such as coriander seed, licorice root, assia bark, and sundry herbs, depending on the producer's recipe.

■ The advertising campaign for Smirnoff vodka has undoubtedly done a great deal to crystalize and extend the current popularity that vodka enjoys.

This advertising is handled by Lawrence C. Gumbinner Advertising Agency, New York. Advertising was started in a small way in 1947, shortly after the Moscow Mule became a rage. John G. Martin, president of Heublein, and Rudolph Kunett, president of the Smirnoff division, came out here to find out what all the shouting was about.

As a result of their visit, advertising was undertaken in several California newspapers to tell people that vodka is an excellent base for other drinks besides the Moscow Mule.

■ Now Smirnoff is using 37 newspapers in nine western states and monthly ads in *Life*. One to 16 small ads are used weekly in the dailies, varying with the city and the newspaper, to obtain maximum coverage. Major liquor trade publications also are used regularly.

While Smirnoff is reputedly the sales leader in the vodka market, a number of other distillers have been making considerable headway after a late start.

Most of the large eastern distillers have been testing the market here and elsewhere, and liquor trade papers have been carrying more vodka advertising this year. Reports indicate that demand for vodka is developing in the Middle West and spreading east.

But so far as is known here, no extensive campaign for any other brand of vodka has been launched as yet. However, something may break soon. The vodka market is hot, and as it grows so will the number of brands.

Sherwin-Williams Appoints L. W. Dasbach Promotion Head

L. W. Dasbach, formerly director of all store advertising for the Sherwin-Williams Co., Cleveland manufacturer of paint, has been promoted to sales promotion manager. In addition to directing all branch store advertising, Mr. Dasbach will have charge of the design and preparation of display material, color cards and other promotional material.

Mr. Dasbach joined the company in 1918 in the Kansas City sales department. Later he went to Cleveland as assistant advertising manager. As head of store advertising, he has had an important role in promotional campaigns that have made Super Kem-Tone, Kem-Glo and Kem-Tone nationally known products.

Kohler Mfg. to Deutsch & Co.

Kohler Mfg. Co., New York, has appointed Herschel Z. Deutsch & Co., New York, to direct advertising for Kohler headache powders. Dowd, Redfield & Johnstone was the previous agency.

To Zimmer, Keller & Calvert

Wessels Co., Detroit manufacturer of home laundry equipment, has appointed Zimmer, Keller & Calvert, Detroit, to handle its advertising.

Promotes New Ice Remover

Speco Inc., Cleveland manufacturer of household and auto varnishes, has appointed Palm & Patterson, Cleveland, to direct advertising for the company's Ice Rem, a new snow and ice removal chemical.

U. S. Plywood Names Howard

United States Plywood Corp., New York, has appointed the E. T. Howard Co., New York, to handle the advertising of Flexwood. This is in addition to other company products now being handled by Howard.

Wiebusch to Bayless-Kerr

Nowman L. Wiebusch, formerly advertising and sales promotion manager for the valve division of Ohio Brass Co., Mansfield, O., has joined Bayless-Kerr Co., Cleveland, as an account executive.

Gunn Gets Electric PR Post

John O. Gunn, formerly assistant public relations manager for the Cleveland Electric Illuminating Co., has been appointed, p.r. manager. Mr. Gunn succeeds George Z. Griswold, resigned.

A Canadian Market Worth Developing

LONDON and Southwestern Ontario

A compact primary market of 530,574* buyers with an estimated buying income of almost \$700,000,000** . . . a market with a per capita income of \$385** above the Canadian average

Balanced between Agriculture and Industry to make it

Canada's Most Responsive Test Market

Let us tell you about it

The London Free Press

Western Ontario's Foremost Newspaper

84,200 Daily***

* 1951 Canadian Census

** Sales Management

*** Publisher's Statement March 31st, 1952

Write C. G. Fenn, Adv. Mgr.

AA-5



**"We want speed at any price
...yet we use the cheapest air service!"**

—Richard E. Crowe, President, Globe Electrotpe Company

"We ship electrotypes to publications all over the country—from 30 to 300 in a single day. That's a lot of deadlines!

"We've made it a rule to specify Air Express.

"When Air Express started in 1927, we were among its first customers. We've used it ever since. And, in all that time, we've NEVER HAD ONE SINGLE KICK on an Air Express shipment! That's quite a record, and I've checked it with our people here.

"We've tested other air services. Air Express is consistently faster and more dependable. AND COSTS LESS! On most of our shipments, Air Express rates are the *lowest*, by a few cents to several dollars. Those differences add up to thousands of dollars in a year's shipping.

"I would advise anyone who is confused about shipping claims to test Air Express and keep a record of results. It convinced us."



AIR EXPRESS

GETS THERE FIRST

Division of Railway Express Agency
1952—our 25th year of service

WBOY to Erect Daytime Station

The WBOY Broadcasting Assn., Tarpon Springs, Fla., has received a permit from the Federal Communications Commission to erect a daytime only, 5-kilowatt radio station at Tarpon Springs. Principals include A. H. Turner, commercial manager of WGRO, Bay City, Mich., and Frank Beauregard, Milan, Mich., department store owner. Construction costs are estimated at \$31,340.

A \$15 BILLION MARKET AT YOUR FINGERTIPS!

Don't Ignore It — SELL It!

Cash in! Get your share of the huge \$15 billion Negro market! Reach them in their homes, sell them the way they like to be sold—through their own Race publications, the newspapers and magazines they feel closest to, respond best to! Negroes are loyal to their publications—be sure your product is in them; be sure you get your share of the market! \$15 billion! Negroes spend this much every year on every conceivable product! Don't overlook this market—it's right under your nose! For full details write Interstate United Newspapers, Inc., 545 Fifth Ave., N. Y., serving America's leading advertisers for over a decade.

ONE EXAMPLE: for a publication that sells the cream of this rich market, you can't beat the *New Courier*—read by 1,500,000 Negroes in 43 states each week. Color comics, magazine section, and news section help make it America's most complete weekly newspaper. Tell the Negro—you'll sell the Negro! Act now!

Levi Overall Ad Wins Highest Readership in Los Angeles Transit Advertising Study

SAN BERNARDINO, CAL., Oct. 14—A bow-legged cowboy in Levi's pictured on a Los Angeles car card won top honors for attracting readers in an Advertising Research Foundation study.

Results of the study, conducted last winter in Los Angeles, were announced yesterday at a meeting of the Pacific Council of the American Assn. of Advertising Agencies by Philip J. Everest, managing director of National Assn. of Transportation Advertising.

A card advertising Levi's overalls, the study showed, attracted

conducts in cooperation with NATA. The Los Angeles area is the second largest surveyed. Each of the 13 car cards measured in this study was 11x28". They were displayed during February in 1,632 vehicles of the three transit lines serving the surveyed area. Display space in the vehicles is sold by California Transit Advertising.

The survey discloses that 66% of the transit riders were women and 43% were men on the transit lines during the period of the survey. This represents 55% of Los Angeles' basic population, or approximately 720,000 persons 15

Top Ranking Car Cards

Advertiser	Seen After 30 Days	Claimed Seen in Advance	Corrected Audience	% of Basic Population	No. of People
Levi Strauss & Co. (Overalls)	49	16	40	22	290,000
Security-1st National Bank (Estate Handling)	34	13	25	14	180,000
Sunkist Growers (Frozen Orange Juice)	26	4	23	13	170,000

290,000 readers. An ad for the Security-First National Bank was the runner-up with an audience of 180,000, and 170,000 riders noticed the Sunkist orange juice card.

The survey is Study No. 14 in the Continuing Study of Transportation Advertising which ARF

years or older. The average length of ride was 30 minutes.

Mr. Everest emphasized that the foundation uses the controlled recognition method of interviewing. These transportation advertising studies, he said, are the only readership audience studies now being conducted which use the controlled recognition technique.

He stressed that the car card audience figures are conservative "because they are safeguarded from unreliable reading claims." This technique requires two sets of interviews—one before the car cards are posted, and the second after they have been displayed for 30 days.

Reading claims of those interviewed after the display period, Mr. Everest said, are corrected by a formula which takes into consideration the percentage of people who said they read each car card before it was displayed. This, he said, produces a proved minimum audience score for each specific car card measured.

A total of 1,545 interviews was made in the Los Angeles survey, about one-half before the ads were put up and the balance after the display period.

Answers to special questions showed that of the riders, 48% used the public transportation system to commute to work and 41% used it to go shopping.

Of those interviewed, 80% reported they were employed; 38% customarily use the transportation system; 54% use their own automobiles, and the remainder said they used other means of transportation.

Results of the survey, published in a 24-page report, will be distributed to 2,500 advertiser, agency and media executives. California Transit Advertising Inc. also cooperated with ARF and NATA in making the study.

O-Cel-O Promotes Three

William R. Johnson, formerly general sales manager of O-Cel-O Inc., Buffalo manufacturer of sponge products, has been named director of sales. James F. Cleary has been appointed manager of the newly created development division of the sales department. Replacing Mr. Johnson will be Frank L. Haveron, formerly in charge of the grocery division.

Ortman-Miller Names Agency

Ortman-Miller Machine Co., Hammond, Ind., manufacturer of air, water and hydraulic cylinders, has appointed the Charles Elwyn Hayes Co., Chicago, to handle its advertising.

Otto Moves Toronto Office

The Toronto office of Robert Otto & Co. has been moved to larger quarters in the Canada Life Building, 336 University Ave.



WE SETTLE ESTATES FROM \$1,000 UP!

For legal services we employ your own lawyer

SECURITY-FIRST NATIONAL BANK
OF LOS ANGELES

Now! Sunkist quality in frozen orange juice!

TRY IT!
Livelier flavor!
Richer color!

WINNING CAR CARDS—These three car cards attracted highest attention in transportation advertising survey in Los Angeles conducted by Advertising Research Foundation in cooperation with National Assn. of Transportation Advertising. Levi's had an audience of 290,000; Security-First National Bank, 180,000, and Sunkist frozen orange juice, 170,000.

Fairchild Shifts Witten

Leon Witten, who has been on the advertising staff of *Supermarket News*, a Fairchild publication, has been shifted to the advertising staff of *Daily News Record*. He will work out of the Chicago headquarters.

Vallender Joins 'Newsweek'

George M. Vallender, formerly sales promotion manager for Berlin & Jones and advertising manager of the Waltham Watch Co., has joined the advertising staff of *Newsweek* as field merchandising manager.

'Charlotte News' Names Scott

Ed B. Scott, formerly advertising director of the *Miami News* and the *Herald and Journal*, Spartanburg, S. C., has been appointed retail advertising manager of the *Observer*, Charlotte, N. C.

Pettit Goes to Crown Corp.

Clark M. Pettit has been appointed advertising manager of the consumer products division, Crown Zellerbach Corp., San Francisco manufacturer of paper products. Mr. Pettit formerly was manager of Robinson's Dog Food Inc.

Juice Bar Sales to Rockmore

Juice Bar Sales Corp., New York, has appointed Rockmore Co., New York, to direct its advertising.

WINTER OR SUMMER
use lots of photos in promotions. They outpull other illustrations surveys say. We have over 17,000 to choose from. **SINGLE PRINTS NOW AVAILABLE.** Write for FREE proofbook #10-A.
EYE-CATCHERS, Inc.
207 E. 37 St., New York 16, N. Y.



Practically One-Third of the 1951 Retail Sales in North Carolina were made in the prosperous 33 County "Golden Belt of the South"

You can do a real selling job in this active, growing area with the *Raleigh News and Observer*... the **ONLY Morning-and-Sunday Newspaper** published in the "Golden Belt of the South."

The Raleigh News and Observer
MORNING & SUNDAY
RALEIGH, N. C.

Retail Sales \$909,124,000*
31.6% of N. C. Total

114,741 Morning
120,613 Sunday
* (ISM 5/10/52)
Rep: The Branham Company

23 TOP HONORS

WON BY UNIVERSAL MATCH CUSTOMERS in the first Joshua Awards* Competition

Each achieves the bronze plaque from the Match Industry Information Bureau for "Distinguished Use of Book Match Advertising". Congratulations to these distinguished business firms whose use of Universal Book Match won First Place for them in their individual classifications:

* Established in honor of Joshua Pease, Philadelphia patent attorney, who invented the Book Match 60 years ago.

1ST GRAND PRIZE NATIONAL LEAD COMPANY
2ND GRAND PRIZE LIFE MAGAZINE (Time, Inc.)
PRODUCT AND SERVICE CLASSIFICATION WINNERS

- R. C. Allen Business Machines, Inc. Grand Rapids, Michigan
- Allis Chalmers Mfg. Co. West Allis, Wisconsin
- American Marine Paint Co. San Francisco, California
- American President Lines San Francisco, California
- Baltimore & Ohio Railroad Co. Baltimore, Maryland
- Craig Trucking, Inc. Albany, Indiana
- Crow-Burlington (Auto Equip.) Co. Little Rock, Arkansas
- DeMony's Laundry Service Tulsa, Oklahoma
- Frederick & Nelson Dept. Store Seattle, Washington
- Goodman Funeral Home Milwaukee, Wisconsin
- Hampshire Engraving Corp. Manchester, New Hampshire
- Mickey-Freeman Co. Rochester, New York
- International Paper Co. New York, New York
- Lewis-Howe Co. (Tums) St. Louis, Missouri
- New Hampshire Fire Ins. Co. Manchester, New Hampshire
- New Jersey Bell Tele. Co. Newark, New Jersey
- Savannah Broadcasting Co. (WTOG) Savannah, Georgia
- The Silver Horn Restaurant Millbrook, New York
- Sinclair Coal Co. Kansas City, Missouri
- Tinsman Products, Inc. (Industrial) Cleveland, Ohio
- Universal Concrete Pipe Co. Columbus 15, Ohio

Universal's sales organization, creative staff, and research facilities—most extensive in the match industry—are available to clients and agencies for consultation without obligation.

UNIVERSAL MATCH CORPORATION
GENERAL OFFICES: ST. LOUIS 3, MO. • SALES OFFICES IN PRINCIPAL CITIES
SERVING THE NATION AND ITS BUSINESS

Chicago Industrial Admen Talk Ways of Presenting Budgets

CHICAGO, Oct. 14—With fall ad budget calculations in the wind, yesterday's meeting of the Chicago Industrial Advertisers Assn. was appropriately concerned with the problem of presenting advertising programs and budgets to management.

It was agreed by a panel of industrial advertising men that this task incorporates the same problems as product selling, requires at least as careful preparation and often can be more difficult.

Stuart Phillips, v.p., Dole Valve Co., Chicago, described the task as "basically a personal problem." He said it is personal in the sense that admen must condition themselves to the ups and downs of the business and because they are most often dealing with a "highly individualistic" board of directors.

The board of directors, he said, usually is the group to decide how much an advertising department will get.

Mr. Phillips suggested that for greater success, all concerned with sales should be kept up to date under a program of "selling from the bottom up."

"You've got to win a board's confidence," he said, "in your integrity and ability. They will give you the tools."

The complicated procedures by which the advertising program of a firm with products in many fields is arrived at and justified before management were described by James E. Borendame, advertising manager of Acme Steel Co., Chicago.

Included in Acme's sales organization are area and district managers plus the large home office staff, all of whom contribute to the advertising program, he said.

After a series of meetings at all levels, the thinking of the firm's entire sales and management staff is evaluated, the nation's business outlook weighed, and top management's views and policies made known, he said.

Not until these factors have been considered is the building of an ad campaign or program started. Stockholders, consumers and even company salesmen receive their basic impression of the company from its advertising, Mr. Borendame said, and Acme's ad program is keyed to this idea.

Selling top management can be tough or easy, Nelson M. McGuire, advertising manager of the American Manganese Steel division of American Brake Shoe Co., Chicago Heights, Ill., told the group. One way to make it easy, Mr. McGuire said, is to obtain the backing of product managers.

Ed Parker of American Steel Foundries, Chicago, outlined a three-point approach to selling management. He said that admen should know what management needs and is most likely to want, organize their material in this light and present their budget in a style which will make it go over.

He warned that bare facts are not enough and that proof is necessary to convince management. Also, he said, "you have to sell yourself as a merchandising expert. Most important," Mr. Parker said, "don't be dull."

Supreme Starts Fall Drive

Supreme Wines Inc., New York maker of Rabbinical wine, is using newspapers, radio, television and trade papers for its fall campaign. Following Hebrew ritual law, advertising will not be done on Friday evenings, Saturdays or Jewish holidays. Emil Mogul Co., New York, is the agency.

BIPAD Elects Officers

Allan M. Adams, secretary and circulation manager of Fawcett Publications, Greenwich, Conn., was elected chairman of the Bureau of Independent Publishers & Distributors at its quarterly meeting in Toronto. Mr. Adams succeeds James C. Donnelly, Inter-City Magazine Co., Glendale, Cal. Joseph Olterstein, president of the District News Co., Washington, was elected co-chairman.

2 Named to Packard Posts

Packard Motor Car Co., Detroit, has appointed Clark E. Broderick sales promotion manager and L. D. Rambeau sales training manager. Mr. Broderick formerly was a retail sales manager for a Detroit automobile dealership. Mr. Rambeau formerly was associated with an aircraft manufacturer.

Wells Joins 'Houston Post'

Lawrence C. Wells, formerly assistant director of the Blue Cross-Blue Shield Commission, Chicago, has been named sales promotion manager of the *Houston Post*, effective Nov. 1.

'Farm Journal' Now Has Three Editions

NEW YORK, Oct. 14—The November issue of *Farm Journal* appears for the first time in its 75-year history in three editions—Central-Eastern, Southern and Western.

Commenting on the change, Graham Patterson, publisher, assured readers that they will continue to get the same features they have always liked, and "you will have a report of the important things going on in your particular part of the country."

"*Farm Journal* will continue to be a national magazine," Mr. Patterson says, "but one that meets your needs better than before. The big value of a national magazine is that it brings you news that matters to you, wherever you live, from wherever it may happen—from anywhere in the 48 states..."

A new service inaugurated in the November issue of the magazine is a 30-day weather forecast,

different for each of the three editions. This long-range forecast is prepared by Irving P. Krick Organization, Denver. It is offered to farmers so they may plan ahead on such matters as winter feed supplies, corn and cotton prices, beef and hog markets, all of which are affected by weather conditions.

DeMartini Associates Expands
DeMartini Associates, Philadelphia agency, has expanded its quarters in the Lewis Tower Bldg. Particular attention has been paid to the growth of the art and public relations department in the expansion. Paul V. Forte has been named to head the enlarged public relations department.

YOU'LL WANT THE 1952 GROCERY PRODUCT DISTRIBUTION SURVEY

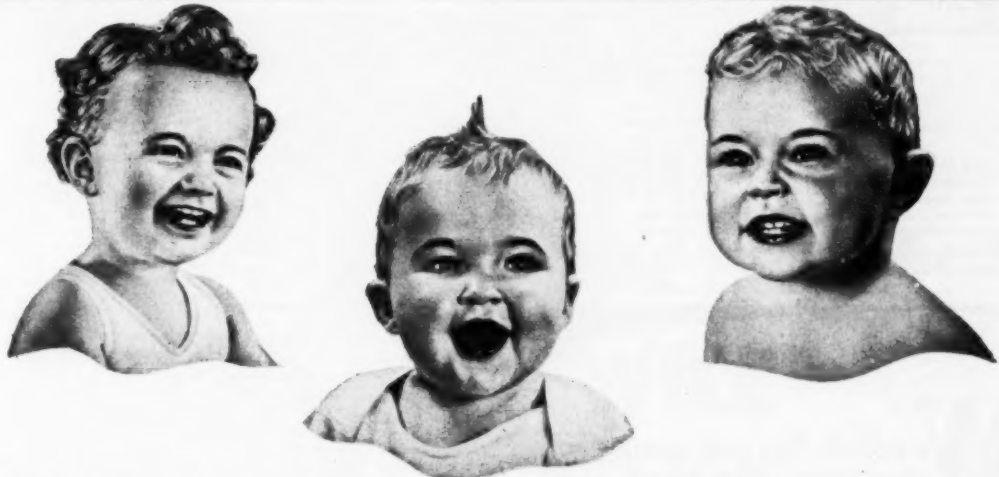
A check of 72 classifications in 50 grocery stores in the city of El Paso.

TO CHECK YOUR DISTRIBUTION

Write General Advertising Department, Newspaper Printing Corporation, El Paso, Texas

FOR YOUR FREE COPY

The El Paso Times El Paso Herald-Post
An Independent Newspaper Morning and Sunday A Scripps-Howard Newspaper Evening



The Young Adult Market Is THE Baby Market

Redbook delivers it at lowest cost to advertisers

Nearly 90% of all babies are born to mothers under 35 years of age! So, who else but Young Adults are THE baby market!

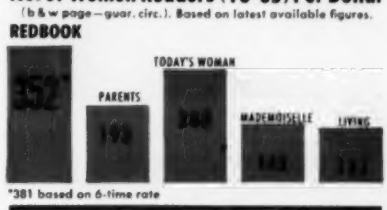
What publication but REDBOOK—with its 100% editorial concentration on Young Adults—is the one mass medium reaching this billion-dollar market—at the lowest cost to advertisers!

REDBOOK's circulation guarantee of 1,950,000 offers a low \$2.75 cost per thousand for a black and white page (6-time rate). That's more circulation at lower cost than any other magazine in the big, new Young Adult field

where an estimated 2½ billion baby dollars will be spent this year on everything from buttons and bows to bottles and booties.

Completely tailored-to-taste for Young Adults REDBOOK offers baby product advertisers a prime opportunity to sell to—and grow with—America's most responsive, ready-to-buy audience.

No. of Women Readers (18-35) Per Dollar



THE VITAL YEARS From 18 to 35 THE VITAL MARKET

Redbook's Young Adults

America's ONLY Mass Medium for Young Adults 2,000,000 Circulation... More than 5,500,000 Readers

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Answers Dauer on Time Buying

To the Editor: "Every man to his taste" is the first rule of the free market; many have a taste—and a pretty costly taste it is—for spending money before they earn it. They have as good a right to do this, by the consumer-borrowing route, as has Ernst A. Dauer to plug the business of his employer, Household Finance Corp. (AA, Sept. 29). But when he implies that this particular extravagance on the customers' part has something to do with their enjoyment of "the high standard of living in this country"—and even that "if everyone spent no more than his year's income each year...the output of...durable goods would be cut to a fraction

of its present production"—he is indulging in what the FTC gently calls "trade puffing."

If you are a maker of, say, refrigerators—and if you happily find that after you have sold the family which has the price in hand you can sell ten more by inducing them to borrow the money—you may be very apt to agree, at first glance, with Mr. Dauer. But if you think a little—if you reflect that the ten families might likewise have had the price in hand, this year, if they had not spent their last year's "capital-assets" money to trade in the still-shiny car for an even shinier one—and that the ten, if they had done this and thereby saved the finance charges, might have been further able to chip in and buy from you an eleventh refrigerator for the church—you may get a slant on the refrigerator business that might otherwise have required some deep study of distributive economics.

Buying on time is a great business stimulant—for a period as long as it takes to get the impressionable public loaded up with unpaid-for goods. After that—for as long as they are kept thus loaded—it is purely a means of diverting, to the buying of enjoyment-in-advance-of-earning, a portion of the income that would otherwise be available for the purchase of far more "durable" goods—for

cash—year after year.

And if it's true—what the pundits say—that "recession" is just around the corner, there couldn't be a better time for forward-looking manufacturers of these durable goods to give ear to the wisdom of Poor Richard, and try for a bigger percentage of the sales that don't culminate in mutual distress and repossession and "dumping"—remember?

HARRIS K. RANDALL,
Chicago.

Mallory Converters Helped Out in Portland Crisis.

To the Editor: There was a short news story on Page 44 of the Sept. 29 issue of ADVERTISING AGE which was a shock to many of us in the electronics manufacturing business.

In that article you referred to the fact that u.h.f. had arrived in Portland before the equipment was there to receive it. It also made it quite clear that as far as ADVERTISING AGE was concerned there were two ways of receiving a u.h.f. signal. One of them was having a u.h.f. television set and the other one was having u.h.f. strips which would adapt a v.h.f. set to u.h.f. reception.

You completely overlooked what is probably the best all around solution to the u.h.f. problem. I refer to the u.h.f. converter. This device is not a strip or even a combination of strips but is actually a tuning mechanism. A strip has to be added for each new u.h.f. channel required and if the set is moved to an area where another u.h.f. signal is received, another strip must be added or at least a new one put in. Naturally, there is a very definite limit in the number of u.h.f. strips that can be added to any one piece of equipment. On the other hand, the Mallory u.h.f. converter will adapt any television set to receive any u.h.f. station in any area where the owner now lives or any area where he will live which is within u.h.f. signal range. This with no internal adjustments required.

How the existence of this very adequate solution to the u.h.f. problem escaped the notice of the editors of ADVERTISING AGE, I do not understand. We have been advertising our converter in *Fortune*, *Newsweek*, *Business Week* and *Time* on full pages for over a year. Not to mention every major trade paper in the field. The fact that a publication like your own apparently was not even aware of the existence of such a product made us feel a little sensitive about our advertising campaign. Just to make matters worse, we were flying Mallory converters into Portland, Ore., in response to the unprecedented demand for a satisfactory answer to u.h.f. reception. We hope sincerely that any further editorial treatment of u.h.f. will at least take cognizance of the existence of the real answer to the question television audiences all over the country will be asking in the near future.

W. H. DUNNING,
Advertising Manager, P. R.
Mallory & Co., Indianapolis,
Ind.

Deepfreeze Did All Right, Agency Man Points Out

To the Editor: "The Creative Man's Corner" of the Sept. 8 ADVERTISING AGE contained a criticism of one of the national magazine ads prepared by us for our client, Deepfreeze home appliances. Because we are interested followers of the "Corner," we think you might like to have some of the

background on this ad, who it is aimed at, and why it says what it does.

First of all, it is addressed to the overwhelming majority of people who do not have home freezers... rather than the 9% who, like The Creative Man, have them. So when we say in our headline, "Save money, live better, with this genuine Deepfreeze home freezer," we are speaking primarily about

he is the one to take into consideration the important variable factors involved in estimating actual savings for any one family—the size of the family, eating habits, types and quantities of food consumed, and how serious the homemaker intends to be about the intelligent management on which savings largely depend.

As to the Deepfreeze home freezer being the best and safest place to store the fruits and vegetables mentioned in the opening sentence of the copy, did you read the second paragraph? The advantages of freezing over canning were certainly covered completely, despite space limitations.

Frankly, we have been expecting The Creative Man to review a Deepfreeze ad sooner or later. We anticipated, however, that he would find some merit in the sincere, newsy, forthright copy, written in terms of reader benefits—the attractive color photography—the handling of features with secondary pictures and captions—or the general feeling of confidence and good will toward Deepfreeze Home Appliances which advertising of this caliber promotes in the public mind.

Incidentally, we just got our August Starch ratings...and the ad The Creative Man didn't like ranked 14th in that issue of the SEP. Not so bad!

RHODES V. NEWBELL,
Vice-President, Roche, Williams & Cleary Inc., Chicago.

Takes Negative Approach to Sell Candidate, Reader Says

To the Editor: At the risk of sticking my neck way out, I would like to comment on the scheme which has been sold to Eisenhower to spend \$2,000,000 to sell him to the voting public.

I am afraid that those who have sold this plan to the Republican campaign committee aren't very well versed politically. From a straight sales standpoint, there is nothing wrong with the plan. The great trouble is that there is not positive selling in politics. You

BOOKLETS That Beckon!
Distinctive literature with that compelling appeal that impels, sells—sells. Request Fitzjohn book—on your L.H.
"That Fellow Bott" &
Leo P. Bott, Jr., 64 E. Jackson, Chicago

WHAT'S GOING ON?

Clippings from the business press, farm papers and consumer magazines can keep you posted on what's going on. The 2,272 publications we read are listed in the 192-page Bacon's Publicity Checker in 99 market groups.

Ask for free copy of Booklet No. 50 "Magazine Clippings Aid Business" Order Bacon's Publicity Checker on Approval Price \$10.00—it will soon save its cost.

BACON'S CLIPPING BUREAU
343 So. Dearborn St., Chicago 4

We publish two good newspapers
... they are read by everybody
in and around Louisville

We sell advertising space at
reasonable rates.
It produces sales.

The Courier-Journal
THE LOUISVILLE TIMES

Owners and operators of Radio Station WHAS and Television Station WHAS-TV
371,134 DAILY • 300,970 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

How you can save money and eat better with a Genuine Deepfreeze Home Freezer

the general benefits derived from owning our client's product—not about its competitive advantages over his GE.

"How much money can we save?" you ask—and "How much better can we live?" The copy clearly points out that foods can now be bought at "once-a-year low prices" and that you can "save important money by buying all kinds of meat in quantity and freezing it." It's true that we do not give specific savings figures in this particular ad, but then one ad doesn't make a campaign, either. Enclosed are two other Deepfreeze national ads, both of which have savings figures in the copy. One ran in a list of national magazines last May. The other will run in October and plates were released some time before your article appeared.

Also enclosed is a proof of a newspaper ad, for dealers to run, with a headline that says "Amazing but true! You will cut your food bill 10% to 25%." We have emphasized these savings more in dealer ads because, being right at the point of sale, the dealer is in a better position to talk food prices and savings in terms of the market situation in his community. Also,

SHARP REPRODUCTIONS
from your mats • CONGRESS

mats give better reproduction because only deep, sharp, clean, hand-finished Congress electrotypes—made directly from your original—are used for your mat patterns.

CONGRESS ELECTROTYPE CO.
DETROIT • 1326 East Congress Street • Woodward 3-3974
CHICAGO • 919 North Michigan Avenue • Superior 7-8056

sell negatively. A large group of independent voters do not vote for the candidate—they vote against a candidate or an issue. An outstanding example of this fact was the 1932 campaign when Jim Farley sold the United States against Hoover and what he stood for, with the result that the Democrats carried all but two states.

I realize that the difficulty Eisenhower is having is to find an issue, but until he sells the voters negatively and not positively, I am afraid his money will be misspent.

J. W. MARTIN,
J. W. Martin Inc., Milwaukee.

Takes Kennedy to Task

To the Editor: As a student of advertising I find the "Lasker Story" an item of special interest. In reading of John C. Kennedy, his foresight in professional matters can not but confound the embryo copywriter of today, filling him with envy and a spirit of ambition.

But as a teacher attempting to employ theology to put across a point, the great Kennedy proved himself human and fallible outside his own peculiar orbit. I refer to Kennedy's treatise on opinions wherein he does no small injustice to the Catholic faith, by stating it holds all non-believers worthy and certain of damnation. In so contending Kennedy was in error. Such a doctrine would not be consonant with the charity of God.

While the church is the only certified road to heaven, others travel different paths—but at great risk!

EDWARD CASSIDY,
Dublin, Ireland.

Kennedy's actual words were: "Twelve per cent of the world's people being Roman Catholics, are firm in the OPINION that the remaining 88 per cent are wrong, and sure of damnation accordingly." [AA, Aug. 18.]

Wants More of Kennedy

To the Editor: You can add my name to those interested in further quotations from "The Book of Advertising Tests" which John E. Kennedy wrote in 1905.

EDWARD D. KAHN,
Account Executive, Victor A. Bennett Co., New York.

Agency Toots a Sweet Note

To the Editor: Canada not only "Keeps its Eye on the Ball" as the headline for the article on Canada proclaims in the Sept. 29 issue of AA, but has the Ball, at least in some respects.

I'd like to refer to the Cockfield, Brown & Co. advertisement in the same issue. I believe that here is visual proof that an agency's own advertising can be of the same high quality as that done for clients. We have all debated this point with the inevitable conclusion that "modesty" forbids too loud a toot on one's own horn.

I'm glad to see that it can be done, and in good taste, too.

JAMES ROGERS,
Ever-Color, Creative Lithographers, Wausau, Wis.

Believes Admen Can Profit By Study on Human Behavior

To the Editor: I believe it was very nice of you to give the Weiss approach to advertising the amount of space you did (AA, Sept. 22).

Besides being newsworthy, I believe that it brought to the attention of other advertising people the truth that there still remains a great deal more to do in advertising to make it better and more effective.

The approach strikes me particularly forcefully because I, too, have been identified with research in

behaviorism and I believe that many of the answers to advertising men's problems will be found in studies such as are indicated in the Weiss article.

C. W. MUENCH,
President, C. Wendell Muench & Co., Chicago.

Shareholder Story Put into Pennsylvania Power Booklet

To the Editor: I just saw your issue of Sept. 29 report on our 75,000th share-owner program. Wonderful! I passed it on to our president, Mr. Oakes, and he's tickled pink to see the story reported as you did.

Mr. Oakes has been a leader in the movement to develop greater ownership of American industry, as you can judge from the record of our own company since he became president in 1945. He feels certain that your report will generate a number of inquiries and develop further action among businesses generally. It is not that we

claim any early bird in the idea of celebrating new records in ownership, but that our case proves one doesn't have to be the biggest company in order to generate a high level of public interest.

Taking a page, in fact a number of pages, from your lead paragraph, we are planning to put our program together as a p.r. case study in pamphlet form for at least our own industry. Credit yourself with this idea because, as I say, it comes from your lead paragraph. We will send you a copy of this "Blueprint for Publicizing Milestones in Stock Ownership" as soon as it is published.

Following up on our 75,000th stockholder program, as the final piece, we are getting together scrapbooks for the stockholder couple, the tour host and his wife, Mr. Oakes and our own office...

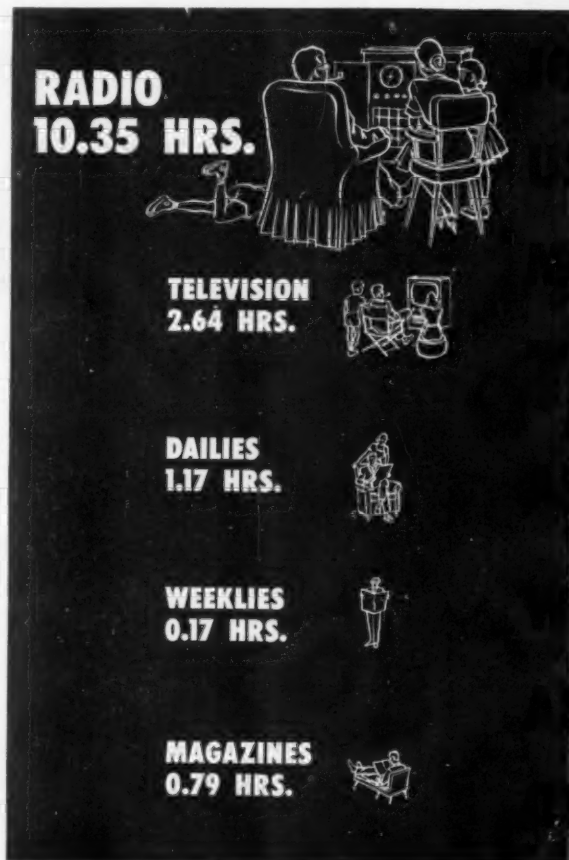
W. H. RODGERS JR.,
Advertising & Publicity Manager, Pennsylvania Power & Light Co., Allentown, Pa.

Not Assistant Ad Manager

To the Editor: Referring to the notice in your Oct. 6 issue relative to Edward F. Dykstra's appointment as advertising and promotion manager of Mergenthaler Linotype Co., Brooklyn. While it is true that he was employed in our advertising department, he was not

the assistant advertising manager of the Shaw-Box Crane & Hoist division of our company. This position has been held by Miss Esther E. Bennehoff since 1944. A correction is in order.

G. A. MITCHELL,
Advertising Manager, Manning, Maxwell & Moore Inc., Muskegon, Mich.



IOWA RADIO
FAMILIES SPEND
MORE THAN
TWICE
AS MUCH TIME
WITH RADIO
AS WITH ALL
OTHER MEDIA

COMBINED!

In the 1952 Iowa Radio-Television Audience Survey, just completed by Dr. F. L. Whan of Wichita University and his staff, every third family reached by personal interview was asked to keep an "In-home Activities Diary", quarter-hour by quarter-hour, the day following the interview.

The graph above shows one significant finding from this diary study. Dozens and dozens of other new facts also merit your careful study.

9,143 families were personally interviewed for the 1952 Study. Their response has furnished much new and authentic data which will be of greatest value to every advertising and merchandising man who has a stake in Iowa. Write today for your copy of the 1952 Survey—or ask Free & Peters. It will be sent you free, of course.



FREE & PETERS, INC.
National Representatives

PHOTOGRAPHIC REVIEW OF THE WEEK



FIRST OF SIX—Looking mighty small in front of a new spectacular for Del Monte peaches in Los Angeles are (left to right) Gino Raffaelli, v.p. and art director, Pacific Outdoor Advertising;

Phipps Rasmussen, McCann-Erickson account exec for Del Monte, and Harley Humes, Pacific Outdoor. Five more signs will go up soon.



OPENING NIGHT—First to congratulate Dennis Day after his opening telecast of the "RCA Victor Show" on NBC-TV are Joseph H. McConnell (left), president of NBC, and H. R. Magg, v.p. and western manager for RCA Victor.



THE THING?—Blithely disregarding her appearance, the Art Directors Club of Los Angeles has named Joyce Johnson "Miss Thing." As such she will help publicize the theme for the club's annual ball.



FEMINE COMPANY—Rudd-Melikian, Philadelphia, is sending these beauties around the West to demonstrate its new Kwik Kafe automatic coffee dispenser. The company has picked M. B. Scott & Associates, Los Angeles, to handle advertising and Frank-Gold Agency, Los Angeles, for publicity. The girls are (from left) Judy Jorell, "Miss Michigan"; Judy Dan, "Miss Hong Kong"; Elsa Elsmen, "Miss Hawaii," and Michelle Lee, "Miss Louisiana."



FOR OUTSTANDING EXCELLENCE—Newspaper food editors who received awards sponsored by the American Meat Institute for "outstanding excellence in presentation of news about food," at the food editors' conference in New York are (left to right) Esther Hall, San Francisco Chronicle; Joan Schoemaker, Indianapolis Times; Monica Clark, home economics director of the meat institute, who made the presentations; Grace Hartley, Atlanta Journal, and Mary Crum, Miami Daily News.



INSIDE LOOK—Log Cabin Bread Co., Los Angeles, has decided to give housewives a look at the kind of bread they're buying with a new wrapper (below) carrying a photograph of the bread. The old wrapper is shown at top.



DETROIT GROUP—New officers of the Detroit chapter of the American Assn. of Newspaper Representatives are (from left) John H. Baker, Chicago Daily News, a director, C. C. Pendray, Ward-Griffith & Co., treasurer; C. F. Taylor, Hearst Advertising

Service, v.p.; John L. Sterling, Cresmer & Woodward, secretary; George S. Dix, Philadelphia Inquirer, president; Frank W. Penock, Hearst, director; Jack Kent, Ward-Griffith, past president; Charles Miller, Sawyer-Ferguson-Walker, a director.



PUBLISHERS' GATHERING—At the fall meeting of the Magazine Publishers Assn., Oct. 9, these publishing executives gathered to talk shop. Left to right they are F. L. Nelson and George Carl, Woman's Day; Abner Seidman, Cowles Magazines; E. Huber Ulrich, Curtis Publishing Co.; Harold O'Hanlon, new MPA v.p.; Robert MacNeal and Robert Gibbon, Curtis; Howard Browning, Central Registry Bureau; Robert

COLUMBIA RECORDING DEVELOPMENT CREATES
THE MOST INTRIGUING NEW IDEA IN SELLING...

Don't Write

SEND A 7-78

**NEW 7" RECORD PLAYS FULL 3 MINUTES ON
EACH SIDE AT STANDARD 78 RPM SPEED!**

low cost, non-breakable, lightweight! special mailing envelope available!

Here is the common sense answer to the millions of well-intentioned mailing pieces that miss their mark each year... that die unopened, unread, unremembered.

It's Columbia's exciting new "7-78" record... the completely new, completely sound way to reach not just every name, but to penetrate *every eye, ear and mind on your mailing list*... and do it at a cost comparable to that of good printed material.

Its secret is simple: nobody ever throws away a record without listening to it!

JUST WHAT IS A "7-78"?

For the first time, here is a low-cost, non-breakable 7" record that plays 3 minutes on a side... a total of 6 minutes at the standard speed of 78 rpm. (There are more than 18-million standard speed record players in this country right now!) Columbia's "7-78" is the longest-playing 7" standard speed record ever developed!

HIGH FIDELITY RECORDING

"7-78" offers acoustical quality, range and response comparable to the finest classical and popular records in the Columbia catalogue.

They are made by Columbia's exclusive, completely automatic injection molding process. Result: flawless, uniform perfec-

tion. Every "7-78" is as good as the master. Every "7-78" plays back exactly what you put into the original.

EASY DOES IT!

Your part in making a "7-78" is simplicity itself. Use Columbia's nationwide recording facilities. Or simply put your message on a tape recorder... your own, or a rented one... send the tape to Columbia, and relax.

Back to you (or your mailing house) come your non-breakable "7-78s"... ready for your own individual, special mailing envelopes.

A WORLD OF USES

Because they are so new and intriguing, "7-78s" are ideal for many, many business uses. For example...

- Direct Mail
- Premiums
- Messages to the Trade
- Product Instruction
- Sales Promotion Pieces
- Sales Reports
- Demonstrations
- Christmas Cards
- Convention Souvenirs
- Sales Training
- Annual Reports

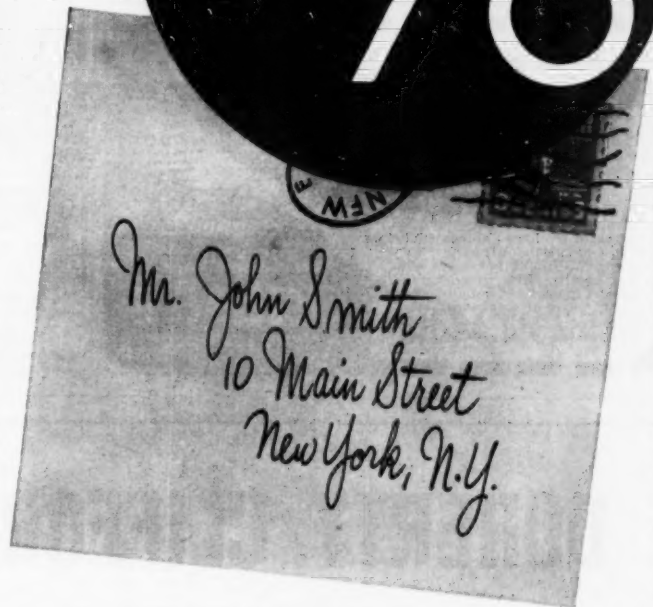
If your product makes a characteristic sound, "7-78" will reproduce it. If the drama of sound... or silence... is an important factor, count on the "7-78" to get your story over!

Send the coupon to get a free sample "7-78" that speaks for itself. Fill it in before you forget!

Copyright 1965, Columbia Records Inc.

MUSIC HATH SELL

If music or special sound effects will help put your message across, Columbia's vast production facilities, engineers, directors, producers and professional showmanship are yours for the asking!



**The warmth and conviction of
the spoken word, on Columbia's new self-mailing
"7-78" promise results far beyond the scope of
any printed matter you've ever known!**

"7-78" is an exclusive development of

**COLUMBIA
TRANSCRIPTIONS**

A DIVISION OF
COLUMBIA RECORDS INC.
originators of The Microgroove Record

FREE!

see it... hear it yourself!

Discover how powerful this new selling medium really is. Hear the ways in which products can be sold by sound. Get the jump on competition. Mail this coupon now!

Columbia Transcriptions
Department AA 203
799 Seventh Avenue, New York 19, N. Y.

NAME _____
COMPANY _____ TITLE _____
ADDRESS _____
CITY _____ STATE _____



'Everywoman's' Has 17 Food Chains Taking Part in Its Sale Promotions

NEW YORK, Oct. 15—*Everywoman's* is currently reading with pleasure the results of its third "Everywoman's Sale," a promotion put on by the chain food stores

which distribute the magazine.

The first of the magazine's sales was last October, with six chains participating. The second in March this year had six participants. In the third sale, 17 chains (representing 71% of the magazine's circulation) are taking part.

At present, more than 70 chains distribute *Everywoman's*, a sizable increase from the 28 with which it began publication at the first of 1951. In the meantime, it has moved its circulation up to 1,600,000.

At its current rate of selling, *Everywoman's* will probably carry about \$2,800,000 in advertising in 1952, up from about \$1,500,000 last year.

The semi-annual sales are chief-



NAME IS McNAMARA—When Harley V. McNamara tells a joke, people laugh. Down the line (left to right), are R. E. Whiting, Armour & Co.; Robert F. Degen, Ted Bates & Co.; V. S. Bauman,

National Tea Co.; Alex Rogers, Libby, McNeill & Libby (who obviously liked the joke); Mr. McNamara, president of National Tea, and J. A. Reilly, Colgate-Palmolive-Peet Co.

Derus Associates

THE LEADER IN RAPID PRODUCTION AND EFFECTIVE DISTRIBUTION OF RADIO RELEASES AND NEWS MATS.

Home Office 14 West Lake St.
CHICAGO 1

82nd IN POPULATION
among Sales Management's
162 Metropolitan Areas

All people are consumers. But quality people are better customers. The depth of quality in the Quad-City market is an outstanding asset of 246,000 people who live here. Good ancestry, fine geographical location and diversified means of livelihood all contribute to the high standard of Quad-City living. WHBF-TV is favored with the loyalty and friendship of Quad-Citians, accumulated during 25 years of service in broadcasting.

Les Johnson, V. P. and Gen. Mgr.



Quad-Cities' favorite
WHBF A M F M T V
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Harry Fendel, Inc.

ly remarkable for the juxtaposition of advertising and the advertised product. The magazine has been holding junkets for media and merchandising men from advertising agencies and manufacturers, showing them how the promotion works.

It actually takes three forms: Newspaper advertising by the stores, window posters, and in-store displays.

The in-store displays not only employ talking cards and shelf strips, but in a sizable number of instances also use pages of the manufacturer's advertising in the magazine along with the product.

This juxtaposition of product and ad is what Paul Hunter, *Everywoman's* publisher, calls getting as close to the point of sale as it is possible to get.

In the past, an advertiser in the issue was usually entitled to whatever cooperation the chain was



TIE-IN—Here's how National Tea stores tie in with the *Everywoman's* fall sale. At top is a mass Van Camp's display with a blowup sign; at bottom a lobby display combining ads for the products with the products themselves. Looking at it are Jack Flanagan, McCann-Erickson; John Hise, Compton Advertising, and R. E. Whiting, Armour & Co.

DOHERTY, CLIFFORD & SHENFIELD

Ever since Doherty, Clifford & Shenfield was selected by Bristol Myers in 1944, they have used TRUE CONFESSIONS extensively for MUM and IPANA.

This highly successful agency feels that TRUE CONFESSIONS is an important medium for advertisers who want to be first to establish their brands with America's YOUNGER WOMEN.

If you too want to win young customers you may be interested to know three of the reasons why D. C. & S. counts so heavily on TRUE CONFESSIONS for MUM and IPANA.

1. At the Newsstands TRUE CONFESSIONS is second among all women's magazines, outselling such service leaders as McCALL'S, WOMAN'S HOME COMPANION and GOOD HOUSEKEEPING, such circulation giants as LIFE, COLLIER'S and LOOK. (A. B. C. Dec. 31, 1951)

2. TRUE CONFESSIONS has the youngest adult woman's audience of any magazine studied by Starch.

3. And this young TRUE CONFESSIONS' market can't be reached through other kinds of magazines. Only 10% of TRUE CONFESSIONS' 2,200,000 women readers read the largest of the Service Magazines (LADIES' HOME JOURNAL) and only 13% read LIFE. (Starch)

For further information just write or call your Fawcett office in New York, Chicago, San Francisco, Los Angeles, or Detroit.

TRUE CONFESSIONS • A Fawcett Publication

willing to give him, and frequently advertisers who had appeared in other issues regularly—but for one reason or another missed the sale issue—also got a helping hand from the chains.

It's likely that when spring rolls around, participation will be largely limited to those advertisers who devote as much of their advertising to *Everywoman's* as to any other food-store-delivered magazine.

Naturally, among the chains which put on a sizable sale, are the three "owner chains," National Tea, Food Fair and Colonial.

To a group of agency and manufacturer's men who watched the sale begin in National Tea Stores, late last month in Chicago, National Tea President Harley McNamara summed up, "It's our intention to help the magazine get results."

He told the group that the magazine was founded because "we needed an exclusive magazine" to build customers' loyalty. He conceded that the arrival of two new grocery-distributed magazines was unfortunate, adding that the field would have been better

off with three magazines than with four.

Mr. McNamara candidly expressed his admiration for *Woman's Day*, and its pioneering in the field.

National Tea is also selling copies of *Good Housekeeping*. Mr. McNamara referred briefly to the "test" of selling the magazine, and said a meeting of district managers would consider whether to continue and extend it.

KFEL and KFEL-TV Shift Personnel in Policy Change

Complete separation of the sales staffs for KFEL and KFEL-TV, Denver, has been effected with the appointment of Bill Conklin as national sales manager of KFEL-TV. Mr. Conklin formerly was sales manager of KFEL, serving in that capacity until KFEL-TV went on the air July 18, 1952.

John J. McEniry will succeed Mr. Conklin as sales head of KFEL. In addition, Gene O'Fallon Jr. has resumed his post of director of publicity and promotion for KFEL and KFEL-TV, following a leave of absence. He will be assisted by Kennie MacDowd, Vivian O'Fallon and Jeanne Sackmann.

Free Loaders Cost Stations Millions a Year

BAB's Hardesty Warns Ky. Radio Men Against 'Publicity Handouts'

ASHLAND, KY., Oct. 14—"Commercial copy masquerading in the guise of publicity handouts from advertisers and trade associations is costing radio stations millions of dollars annually in lost revenue," John F. Hardesty, director of local promotion for the Broadcast Advertising Bureau, asserted yesterday.

He made the statement in a speech before the Kentucky Assn. of Broadcasters here.

Mr. Hardesty warned the radio men that the condition will not be rectified until station "management takes it upon itself to personally police all incoming items of questionable news value intended for air use." Executive attention, plus the "wholehearted cooperation of station personalities handling news, sports, farm, women's and disc jockey programs," would keep these free plugs off the air, he suggested.

■ The BAB official said no particular category of advertiser could be singled out as the worst offender. On the contrary, in the last few months "free time grabs" have been attempted by a chemical corporation, a petroleum association, a gasoline manufacturer, a cable corporation, a manufacturer of plows, a meat industry group and an aggregation of business men out to put their section of the U. S. on the tourist map, he continued.

"These organizations," he said, "have climbed aboard an already overloaded bandwagon occupied by various fruit associations, many railroads and a plethora of public utilities that buy newspaper space to promote the same products or service that are featured in publicity handouts to radio stations."

■ Mr. Hardesty also cautioned the association to be on the lookout for chain store managers "who refuse to acknowledge radio stations as an advertising medium in the course of their day-to-day operations, but when appointed to civil committees immediately descend upon the stations with the righteous attitude that public service of this nature is a just due."

Pointing out that there are more than enough "legitimate public service functions" to keep the station's time and attention occupied, he said:

"Transcribed announcements and five-minute interviews are the most deadly weapons in the arsenal of the 'free time' boys, as evidenced by the very nature of their recent frontal attacks upon radio station cash registers.

■ "How long has it been since you closely examined the 'public service' copy that your station has been running?...While you're at it, you might take a good look at the organizations to which your station belongs in order to make certain that your membership dues aren't helping to fatten up some newspaper's ad revenue kitty when that organization undertakes an advertising campaign of its own."

Campaigns for Chlorophyll

The American chlorophyll division of Strong Cobb & Co., Lake Worth, Fla., is launching a business paper and medical journal campaign for its chlorophyll products, through Murray Breese Associates, New York. The company will spend about \$50,000 in the next few months for pages, color where available, in food, confectionery, drug and livestock publications. An institutional campaign is slated for medical journals.

Watts Named NBBB Head

Charles H. Watts, chairman of the Beneficial Loan Corp., Wilmington, Del., has been elected chairman of the board of the National Better Business Bureau Inc., New York. Mr. Watts succeeds Ray C. Clayberger, chairman since 1950, who remains a director.

Fahnestock Joins Lupton Co.

Donn Fahnestock, formerly v.p. and account executive with Conti Advertising, Ridgewood, N. J., has joined John Mather Lupton Co., New York, as an account executive.

NBC Promotes Nugent

William R. Nugent, house manager of National Broadcasting Co.'s El Capitan theater studios, has

been promoted to manager of the network's guest relations department in Hollywood. He has been with NBC for the past 17 years.

Joins Standard Outdoor

Zimmer Poster Service, Miami, has been elected to membership in Standard Outdoor Advertising.



EUREKA! LOOK! 100% SATURATION of Wisconsin's 3rd Largest Market!

Green Bay's stable, diversified industry and agriculture make it one of Wisconsin's most prosperous markets . . . and it's saturated by the GREEN BAY PRESS-GAZETTE! Your selling message goes home to 100% of City Zone families, to 95% in the Metropolitan Area. Our formula for success in this compact Metropolitan Market: low-cost product distribution added to a liberal schedule in the PRESS-GAZETTE and stirred vigorously with profit-proved media co-operation; to be digested by "buy-minded" Green Bay citizens. Result . . . a share for you of the 265 million dollars absorbed annually in wholesale-retail sales!

Contact P. A. McClosky, Manager, General Advertising

GREEN BAY PRESS-GAZETTE



IT'S EASY WITH the RIGHT COMBINATION!

For the advertiser who has been tracking down customers with results that lean pretty heavily on the imagination, we suggest the two Memphis Newspapers as the RIGHT COMBINATION for salting away the kind of success stories that are a real feather in the cap! It's BIG game, too. Memphis, one of 20 fastest growing cities in the nation, is principal city and trade center for the South's largest market area representing a \$2 billion sales potential. Your sales messages in Both Memphis Newspapers are aimed at a buying audience of more than 324,506* reader-families, at a cost of only 65c per line when you take advantage of the optional daily combination rate.

*ABC Publishers' Statement, 3-31-52



SCRIPPS-HOWARD NEWSPAPERS

Promotes Joseph Hoffman

Monsen-Chicago Inc., typographer, has promoted Joseph J. Hoffman to v.p. in charge of sales. He will "direct an expanded sales staff to better serve advertisers, their advertising agencies, art studios," etc.

MEMPHIS PRESS-SCIMITAR THE COMMERCIAL APPEAL

Ten Years Old, Already...

Few Remember All the Ad Council Has Done

Its Annual Report Gives Many Facts, Few Hints of a Great 10-Year Record

By John Crichton
NEW YORK, Oct. 15—The Advertising Council has released its 10th annual report, saying only that American business has contributed more than \$1.5 billion in time and space to public service projects during the past decade.

The advertising business' most notable contribution to the health of the business community took its 10th report calmly enough. The annual report of 1951-52 is much like its predecessors. It recites the statistics: "508 agency employees contributed 22,838 man-hours," outdoor advertising "displayed 50,397 council-prepared 24-sheet posters," and about 1,100 magazines contributed \$16,000,000 in space to the U. S. defense bond drive.

Except for noting that more advertisers sponsored council projects than in any other peacetime year, the public service body passed its 10th birthday without comment—although it did include a sample advertisement carried in 34 magazines hailing the council's 10th year.

"What helps people—helps business," the council has said repeatedly during the decade. Beginning as a defense organization to combat anti-advertising forces in the government and among consumers, the council rapidly became the channeling organization which marshaled advertising know-how behind the wartime government campaigns.

After the war, the council turned to peacetime operations, and has continued to enlist the cooperation of a wide variety of elements in the advertising field, for a growing complexity of campaigns.

Last year, the council handled 21 campaigns, assisted with "some

degree of support" another 26 public service programs, and screened 87 requests for help from private and governmental agencies.

■ During the year it initiated a newspaper cooperation and a magazine allocation plan, and enlarged the scope of the TV allocation plan started a year earlier.

The council has been trying to lend a hand with the knotty problem of international propaganda warfare. It has had council officers and directors on government committees dealing with the problem. It has supported the Crusade for Freedom (which raises funds for Radio Free Europe), and it has set in motion a series of round table discussions designed to yield a clearer picture of present-day America for overseas and domestic use.

■ The story of the council and its emergence as the principal public relations instrument of advertising is largely untold because no one collected the statistics as the work went along.

In the past ten years:
1. About 11,500,000 car cards have been posted devoted to council themes.

2. Approximately 686,000 24-sheet posters have been displayed.

3. Since the house magazine plan was launched in 1948, more than 1,000 companies have carried an estimated 5,000 advertisements and editorials.

4. Business papers—which also began to work with the council in 1948, although many had previously carried the savings bond campaign with general and farm magazines—have lined up about 350 publications which contributed 3,155 pages of advertising.

■ 5. Newspapers suffer in a recapitulation, because the council didn't start tabulating the number of mats ordered by newspapers un-

til 1948, and it still isn't sure how many newspapers ran the mats which were ordered, or how many re-ran them. In 1948-49, 476,867 mats were ordered, 534,252 in 1949-50, 576,292 in 1950-51 and, as of mid-April, 1952, the 1951-52 count was 401,102.

6. Radio had an allocation plan, starting back in 1942, and so far 178,000 network program messages have been contributed—or about 125 billion radio home impressions. This is network alone; it does not take into account massive amounts of time and talent contributed locally. The council figures that service messages under the radio allocation plan cost advertisers and networks \$500,000-000 over the ten-year period.

■ 7. The TV allocation plan got under way in 1950, and involves more than 100 national advertisers, the four networks and 108 stations on a regular basis. Circulation of home impressions on network commercial programs alone is figured at 1 billion.

With this support, the council has been able to tackle specific chores where results can be charted (like blood donations, where an accurate record is kept), and abstract and unchartable chores like the group prejudice campaign (where results are a matter of opinion—Lee H. Bristol, Bristol-Myers Co., campaign coordinator, thinks "if you were to take the nation's temperature on the subject of prejudice, I believe you would find it going down year by year").

■ It worked on the "get out the vote" drive of the American Heritage Foundation, with what promises to be sensational results. And it had to get a federal act to protect "Smokey," the bear who symbolizes the forest fire prevention campaign.

To advertising men who have watched the council's progress with interest mixed with admiration, three things have stood out:

Initial suspicion of the council's motives, both in the industry and in government, is almost completely dispelled—it turned out to be just what it was presented to be, public service without a gimmick. The council has succeeded in maintaining a high rate of production and an unflagging interest.

And, finally, it has managed to handle many a fairly touchy subject without an imbroglio.

■ This is due to astute direction by T. S. Repplier, the council's clear-thinking, hard-working president, and to farsighted planning. The use of a public policy committee, composed of 20 citizens of varied backgrounds, has so far kept the council free of partisan battles.

In order to get council action, a project must meet with the committee's approval, and in the first decade the committee has been exceedingly discreet.

Advertising Council Presidents



C. J. LA ROCHE
President
C. J. LaRoche Co.
Feb. 18, 1942
-May 26, 1944



HAROLD B. THOMAS
President
May 26, 1944
-March 1, 1945



JAMES W. YOUNG
Sr. Consultant
J. Walter Thompson Co.
March 1, 1945
-March 1, 1947



CHARLES MORTIMER
Executive V. P.
General Foods Corp.
March 1, 1947
-March 1, 1950



SAMUEL C. GALE
V. P., Ad Director
General Mills
March 1, 1950
-March 1, 1951



FAIRFAX M. CONE
President
Footo, Cone & Belding
March 1, 1951
-March 1, 1952



HOWARD MORGENS
V. P., Advertising
Procter & Gamble
March 1, 1952
to Present

Council Campaigns

A Summary of Council Campaigns Conducted over a 10-Year Period

1942-43	10 campaigns
1943-44	28
1944-45	23
1945-46	9
1946-47	20
1947-48	19
1948-49	15
1949-50	16
1950-51	18
1951-52	21

No. of Wartime Campaigns: 63
No. of Peacetime Campaigns: 54

NOTE: These figures refer to major campaigns only. The council gave some degree of support to hundreds of other war and peacetime causes. Counting minor as well as major drives, the council estimates that during the four war years, it conducted a total of nearly 100 campaigns.

Wartime Campaigns

- U. S. War Bonds
- War Financing
- Anti-Inflation
- Planned Spending and Saving
- Manpower
- Womanpower
- Absenteeism
- Turnover—In Employes
- Turnover—Local Media
- Manpower—Local Education
- Homes for War Workers
- Labor Utilization
- Food
- Victory Gardens
- Nutrition
- Food Fights for Freedom
- Food Conservation
- Food Labor
- Food Price Control
- Food Produce
- Food Share and Play Square
- Farm Goals
- Crop Corps
- Home Canning
- Conservation and Salvage
- Fuel Conservation
- Metal Scrap Salvage
- Fat and Grease Salvage
- Tire Salvage
- Rubber Conservation
- Paper Conservation
- Conservation of cutting tools
- Fight Waste (travel facilities, public utilities' service, critical resources)
- Winterizing
- Armed Forces
- WAC Recruitment—General
- WAVES Recruitment—General
- Army Medical Department (public prestige & morale campaign)
- V-Mail
- Cadet Nurses
- Christmas Packages for Men Overseas
- Air Gunners
- Amphibious Units
- Army Conservation Program
- Army Nurse Recruitment
- Aviation Cadets

- Infantry Morale
- Merchant Marine Recruitment
- Veteran's Assets
- Veteran's Readjustment
- Forest Fire Prevention
- Security of War Information
- Red Cross
- Forest Conservation
- National War Fund
- VD
- Stop Accidents
- Industrial Accidents
- The Job Ahead—Japan
- Peace Campaign
- Care of the Wounded
- Community Organization
- Used Clothing Collection Drive

Post War Campaigns

- U. S. Savings Bonds
- U. S. Defense Bonds
- Forest Fire Prevention
- Nurse Recruitment
- Army Prestige
- U. S. Army-Air Forces Prestige
- Armed Forces Prestige
- Stop Accidents
- Traffic Safety
- Veterans Housing
- Jobs for Veterans
- Veterans Life Insurance
- American Red Cross
- Junior Red Cross
- Red Cross Defense Mobilization
- National War Fund
- Used Clothing Collection
- Crop Corps
- Tin Salvage
- Paper Salvage
- Fat Salvage
- National Brotherhood Week
- United America
- Group Prejudice
- Girl Scout Readers Wanted
- Income Tax Information
- Famine Emergency
- Emergency Food Conservation
- American Economic System
- Crisis in Our Schools
- Better Schools
- American Heritage

The Council's Agencies

List of 47 Agencies That Have Worked on Ad Council Campaigns

- N. W. Ayer & Son
- G. M. Basford Co.
- Ted Bates & Co.
- Batten, Barton, Durstine & Osborn
- Benton & Bowles
- W. Earl Bothwell Inc. (merged with Geyer Co.)
- Franklin Bruck Advertising Corp.
- Leo Burnett Co.
- Campbell-Ewald Co.
- Cecil & Presberry
- James Thomas Chirug Co.
- Compton Advertising
- Dancer-Fitzgerald-Sample
- Doherty, Clifford & Shenfield
- Donahue & Coe
- Sherman K. Ellis (now C. J. LaRoche & Co.)
- Erwin, Wasey & Co.
- William Esty Co.
- H. W. Fairfax Adv. Agency Inc. (now Fairfax Inc.)
- Footo, Cone & Belding
- Albert Frank-Guenther Law
- Fuller & Smith & Ross
- Gardner Advertising Co.
- Grant Advertising Agency
- Hewitt, Ogilvy, Benson & Mather
- Charles W. Hoyt Co.
- The Joseph-Katz Co.
- Kelley, Nason
- Kenyon & Eckhardt
- Arthur Kudner Inc. (now Kudner Agency Inc.)
- C. J. LaRoche & Co.
- Lennen & Mitchell
- J. M. Mathes Inc.
- McCann-Erickson
- Newell-Emmett Co. (now Cunningham & Walsh)

- Peck Advertising Agency
- Ruthrauff & Ryan
- Schwabb & Beatty
- Schwimmer & Scott
- Stewart, Hanford & Casler (now Casler, Hempstead & Hanford Inc.)
- Sullivan, Stauffer, Colwell & Bayles
- J. D. Tarcher & Co.
- W. Walter Thompson Co.
- Walter Weir Inc. (out of business)
- Edwin Bird Wilson Inc.
- Young & Rubicam Inc.

bullets... I'm straining
Baldwin
The boys will see the better but eggs will see the best

HOW YOUR WASTE PAPER CAN HELP WIN THE WAR
KIMBERLY-CLARK CORPORATION

YOUR VICTORY GARDEN
STARRATION
KIMBERLY-CLARK CORPORATION

CAN YOU PASS A MAIL BOX WITH A CLEAR CONSCIENCE?
KIMBERLY-CLARK CORPORATION

WARTIME COUNCIL ADS—Among the ads prepared by the (Kimberly-Clark), Victory Gardens (Florists Telegraph De-War Advertising Council were these on fat salvage (here livery) and War Bonds (Hawaiian Pineapple). There were dozens of other campaigns.



PEACETIME COPY—Since World War II, the Advertising Council has prepared many a campaign. These four have had wide support from advertisers. At left is an ad promoting the Red Cross,

next is Religion in America, third is the scrap salvage drive and at right is one of the pieces of copy backing the Better Schools campaign.

- Tuberculosis Control
- Fight Tuberculosis
- World Trade
- Soil Conservation
- Navy Recruitment
- USD
- Atomic Energy
- Community Chests
- Fuel Oil Conservation
- CARE
- Overseas Information
- Steel Scrap
- Decennial Census
- Religion in American Life
- United Nations Day
- Crusade for Freedom
- Fight Inflation
- Government Reorganization
- Home Fire Prevention
- Civil Defense
- Armed Forces Blood Donor
- Women in the Armed Forces

Washington Resort Operators Hope for \$1,000,000 Budget

SEATTLE, Oct. 14—Resort operators in Washington, intent on more promotion for tourist travel, are hungrily eyeing the 3% sales tax imposed by the state on all transient lodgings.

The tax applies to hotels, motels and resorts and was first passed by the legislature in 1950. The revenue is expected to run to \$1,800,000 by the end of the two-year period.

The Washington State Resort Assn. has asked the legislature to appropriate part of this income for state tourist advertising.

The association made no statement in its resolution as to what proportion of the revenue would be set aside for advertising, but unofficial estimates placed it at approximately 60%. This would provide a little over \$1,000,000 for a two-year ad budget, which compares with the current two-year budget of \$142,000.

2 Munsingwear Execs Leave

John G. Archer, v.p. and general manager of the women's hosiery division, Munsingwear Inc., Minneapolis, and Walter J. Lehmann, hosiery sales manager, have resigned, effective Dec. 31. The division will become an integrated part of the company management. R. A. Harman, v.p. and director of sales and merchandising, will be in charge of merchandising and selling. T. W. Hillyard, general sales manager, will be in charge of the hosiery merchandising and selling activities, while Roger M. Holt, advertising director, will supervise advertising and sales promotion.

Tells Delaware Valley Story

The first full story of "Delaware Valley, U. S. A." was told in pictures and text in an 84-page color-gravure section of the Oct. 13 issue of the Philadelphia Inquirer. The section depicted the industrial growth of the area and outlined plans for the future. It is being distributed to schools, clubs and libraries.

Duncan K. Stewart to JWT

Duncan K. Stewart has become associated with the J. Walter Thompson Co., as an account executive in the Montreal office. Mr. Stewart formerly was with General Foods Ltd. as assistant advertising and sales promotion manager, and he was also with Johnson & Johnson Ltd., Montreal, as products director.

Polaroid Picks 8 Magazines for Land Camera Xmas Drive

CAMBRIDGE, MASS., Oct. 16—Polaroid Corp. is resuming hard-selling advertising and promotion of its Land camera this fall after two years of restricted allocations to dealers because of materials and production handicaps.

"The lid's off," AA was told, and to prove it Polaroid is using fractional pages in eight consumer magazines—*Collier's*, *Esquire*, *Good Housekeeping*, *Life*, *Newsweek*, *The New Yorker*, *The Saturday Evening Post* and *Time*—between now and Christmas. The company is back in these books after the two-year hiatus.

In addition to the picture-in-a-minute Land camera, retailing at \$89.75, Polaroid ads also are featuring the recently introduced Pathfinder Model 110 instrument. Priced at \$249.50, the Pathfinder is like its predecessor in every way except that it is a finer, more sensitive camera, according to a company spokesman. Possibilities of its use as a press camera are being studied.

Between Oct. 20 and Christmas, Polaroid will air 862 TV spots in 24 markets and has bought five-minute participations in Dave Garroway's "Today" on NBC beamed to audiences east of the Mississippi.

Magazine ads are in b&w, with some in two-color, and are headlined: "Picture Yourself on Christmas with a Polaroid Land Camera." Magazine promotions will be continued through 1953, the company added.

Polaroid is continuing its cooperative ad program with dealers and regular trade advertising, including photo and hobby magazines.

The Boston office of Batten, Barton, Durstine & Osborn handles the account.

Pillsbury Boosts Stock Feeds

Pillsbury Mills Inc., Minneapolis, designating October as "national hen house month," has embarked on the biggest promotion of livestock feeds in its history. The plan calls for special "hen house" days at Pillsbury feed stores. Use of trade publications, farm publications and local radio and newspapers are planned. Campbell-Mithun, Minneapolis, handles the advertising.

Canadian Ad Club Elects

Frank Price, of Frank Price Optical Co., has been elected president of the Kitchener-Waterloo, Ont., Sales and Advertising Club. Other officers elected are Maurice Hay, B. F. Goodrich Rubber Co. of Canada, 1st v.p.; Leon Perras, London Life Insurance Co., 2nd v.p.; Howard Heibeln, Economical Mutual Fire Insurance Co., secretary, and Jerry Corlett, Dominion Bank, treasurer.

Midas Names Mullen-Nicolin

King Midas Flour Mills, Minneapolis, has appointed Mullen-Nicolin Advertising, Minneapolis, to handle all feed advertising.

Weil Named Ad. PR Head

Peoria Producers Dairy Inc., Peoria, Ill., has named Joseph A. Weil advertising and public relations manager. Mr. Weil was for four years an account executive of Mace Advertising, Peoria, and for the past year has conducted a publishing business in Peoria.

Galion to Palm & Patterson

Galion Allsteel Body Co., Galion, O., has appointed Palm & Pat-

erson, Cleveland, to handle its advertising. Business, trade and farm publications as well as direct mail will be used.

Pontiac Promotes Copeland

Charles L. Copeland has been promoted to assistant sales promotion manager of Pontiac Motor division of General Motors Corp., Detroit. He has been with Pontiac and General Motors for 15 years, most recently as assistant San Francisco zone manager.

COMPLETELY COVERS THE MARKET DEALER JOBBER MANUFACTURER

fuel oil & oil heat

HOME • COMMERCIAL • INDUSTRIAL HEATING

30 YEARS OF SERVICE TO THE INDUSTRY

FUEL OIL & OIL HEAT • 2 W. 45th St. NEW YORK 36 • MU 2-4786

Proof Positive . . . that patented PLASTILUX® signs will put a more complete line on your dealer's floor!



who had a PLASTILUX sign featuring a national brand name in front of their store. More than 62% of them said they have increased their stock of the product since the sign was erected.

Each of these dealer signs is a year-round illuminated billboard at a premium location on Main Street. Each is completely maintained by the local dealer.

All your advertising dollars will pay off completely when you follow-through at the pay-off point.

Write or phone for a SIGNvertising Engineer to help you plan it.

National Dealer* Survey proved . . .

1. 74% reported sales increased an average of 14% following erection of brand-name sign. (Increases ranged from 5 to 55%.)
2. 94% said that PLASTILUX signs had established them in the community as the DEALER for the product on the sign.
3. 62% reported they have stocked a more complete line of the product since the PLASTILUX sign took effect.
4. 79% said their clerks pushed brand-name products more after sign went up.
5. 97% reported PLASTILUX signs have brightened their storefronts and 87% said it brought in more prospects.
6. 99% of dealers reported PLASTILUX signs easier to maintain than neon signs.

* We recently asked 100 dealers, from each of 16 national sign accounts, to give us their honest opinion of PLASTILUX signs after a year's use. A full report, minus company and product names, will be furnished upon request.

Get SIGNews:

Sent free to advertising and sales people. It's the voice of SIGNvertising, keeping you informed of the newest in dealer identification and Point-of-Purchase developments.

WRITE FOR MORE DETAILS

NEON PRODUCTS, INC., 3003 NEON AVE., LIMA, OHIO

NEW YORK, CHICAGO, LOS ANGELES, DETROIT; REPRESENTATIVES IN PRINCIPAL CITIES.

Use **SIGNvertising**
THE SCIENCE OF SELLING WITH SIGNS

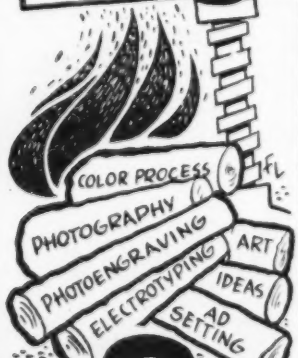
do...
**PRODUCTION
PROBLEMS**
keep you on



Are you continually faced with a new crisis? It happens to lots of people but it isn't necessary. Particularly with those who use Pontiac's six services. Ideas, artwork, photography, ad-setting, photoengraving, electrotyping or color process! You can buy one or all and still get the benefits of Pontiac's 40 years of experience and services of over 200 specifically trained people!

6 UNIFIED SERVICES

ENGRAVINGS
PHOTOGRAPHY
ELECTROTYPING
COLOR PROCESS
ART WORK
TYPOGRAPHY



PONTIAC
Engraving &
Electrotype Co.
312 WEST VAN BUREN ST.
CHICAGO 7, ILLINOIS

Test Jonny Mop Sales Appeal in California Area

Newspapers and TV
Do a Job for New
Toilet Cleaner

MILLTOWN, N. J., Oct. 16—When the Personal Products Corp. here finished up various tests on its new Jonny Mop, a disposable toilet mop, it decided on southern California as the area where the product should be introduced.

One factor in that decision was the belief that California grocers "are more progressive and aggressive." A second factor was that Personal had a large number of sales crews available to go into the area between Santa Barbara and San Diego.

After defining the specific area it wanted to crash, Personal Products and its agency, Batten, Barton, Durstine & Osborn, called a meeting in San Diego of all Personal's sales representatives selected for the initial push.

All of them were told the story of the product: how it developed after 18 months of laboratory testing; how market tests in New York state and the Midwest showed that the Jonny Mop was an easy-sell item "once the customer knew what we were talking about." They were told to get out among the grocers of the area, sell them, and put up displays, and tell them of the advertising that would accompany the debut of the product.

The sales representatives met on a Sunday. On the following Thursday, the advertising started to break. Seventeen newspapers in the southern California area began running insertions that gave them an average of 5,500 lines each in the first ten weeks. At the same time, four TV stations (three in Los Angeles and one in San Diego) started running 16 spots weekly for seven weeks.

"Newspapers and television were the backbone of our advertising," said Robert W. Johnson Jr., v.p. in charge of new products for Personal. "We didn't use radio because Jonny Mop must be treated visually. It's almost impossible to describe. That's why all our newspaper advertising has carried a strip of pictures demonstrating how the product is used."

Newspapers and TV have been used to support Jonny Mop's introduction in southern California ever since March. The bulk of the current effort, however, is television—20-second chain breaks, 60-second spots and participations.

Today Personal Products is using a puppet commercial in which two elderly "ladies" give a demonstration of the product in use. Originally, it used films of a straight demonstration done by an attractive girl, with voice-over. The TV spot rate is currently at 19 weekly.

Mr. Johnson said his sales representatives and men from the advertising agency found southern California grocers very cooperative in providing distribution for the Jonny Mop. The general reaction on the part of retailers and consumers alike, he said, was: "Why didn't I think of that? Bring it in."

The "busy, buckeye, bold" 1,000-line ad shown with this story evolved from market tests made in the Midwest. It was used when Personal invaded California and when it went after distribution and sales throughout the remainder of the West Coast and just recently, when it entered metropolitan New



'BUSY, BOLD'—This 1,000-line ad is getting results for Personal Products Corp.'s new Jonny Mop, which was first introduced in southern California after market testing elsewhere. Batten, Barton, Durstine & Osborn is the agency.

York and other areas.

In the Midwest, Personal tried r.o.p. color and b&w ads ranging from 300 to 1,500 lines. But results showed the 1,000-line ad pulled best. Occasionally, as around Los Angeles, Personal uses another ad in conjunction with the 1,000-liner. This second insertion is an offer: double the purchase price (of \$1.29) refunded to the customer if she isn't "absolutely delighted" with Jonny Mop.

"The product," said Mr. Johnson, "captured the imagination of the people and the grocers of southern California, just as it has since captured the imagination of people in other sections of the country."

At the moment, it hasn't been decided whether the product will be taken area by area or will be jumped shortly to national distribution. "But our experience in California showed we have an item that will sell fast everywhere," said Mr. Johnson.

Broil-Quik Campaigns

Broil-Quik Co., New York manufacturer of Broil-Quik broilers and rotisseries, has launched a national advertising campaign with a half-page in color in the Oct. 13 *Life*. Nine additional ads will follow in *Esquire*, *Ladies' Home Journal*, *Life*, *The Saturday Evening Post*, and *Woman's Home Companion*. Consumer ads will be backed by business paper advertising, and special point of sale holiday material for dealers. Zlowe Co., New York, is the agency.

Brand Names Adds Eight

Eight additional companies have been elected to membership in Brand Names Foundation. This brings the membership of the organization to 850. New members include Armstrong Paint & Varnish Works, Chicago; Berlou Mfg. Co., Marion, O.; Hewitt, Ogilvy, Benson & Mather, New York; Janssen Piano Co., New York; North Shore Mfg. Co., Duluth; Penzoil Co. of California, Los Angeles; Rival Mfg. Co., Kansas City, Mo., and Winter & Co., New York.

Baker's Coconut Crust Bows

General Foods Corp., New York, will introduce Baker's Coconut Crust with ads in November and December in seven national consumer magazines, extensive business paper promotion and point of sale material for dealers. Coconut Crust will be advertised as giving a new taste to pies, by pressing Baker's coconut into a buttered pie pan and baking for 10 to 12 minutes. Jell-O pudding and pie filling can be used for the filling.

Chenoweth Turns Publisher

Bill Chenoweth, formerly publicity director and assistant advertising manager for May Co., Denver, has joined Jack Mefford in a joint venture to publish the *Times-Graphic*, Lakewood, Colo., formerly *Lakewood Shoppers Weekly*.

Business Paper Advertisers' Faults Are Many and Varied, Robinson Says

New York, Oct. 14—When it comes to consumer advertising, the average advertiser goes in for complete and thorough copy testing before making his expenditure. But many business paper advertisers say "nothing doing" when asked to use the same techniques for business media.

Speaking to a meeting of the Metropolitan Advertising Men, Elihu (Robbie) Robinson, promotion director of Topics Publishing Co., was sharply critical of business paper advertisers who operate in the above manner as well as those who use consumer copy techniques in the business press.

The advertiser who translates consumer technique and layout to his trade ads, "doesn't talk the dealer's language," and therefore his ad flops on readership surveys, Mr. Robinson said, giving examples and ratings of these types of ads.

As prime illustrations of poor business paper advertising techniques, he offered the following.

1. The "cutie, cutie" ad, which has a "cute" angle, a "cute" illustration and frequently gets one-half the readership it ought to.

2. The "talkie, talkie" ad, whose copy goes on and on, never telling the dealer pertinent information or "what it means to me."

3. The "tired phrases" ad, frequently containing headline words that no longer impress the dealer, such as "feature," "display," "sell," "get your share," etc.

Good headlines, as well as the inclusion of the company logotype, improve readership, and more careful attention should be paid to them. A headline that will tell the dealer how to solve his ever-present space problem, for example, usually does well, he noted.

The business paper advertiser should not be concerned if his ad does not get inquiries, Mr. Robinson said. Coupons won't do much good, often get less readership than body type and, "for the most part, are a waste of space." If a dealer has any questions, he usually goes to the nearest seller with them. Rather than clip coupons,

the average dealer's habit is to keep a stack of post cards handy, the speaker pointed out.

Contrary to consumer advertising, sex factors do not enter into the preparation or reading of trade ads, according to Mr. Robinson.

Business paper advertisers should remember that dealers often see upwards of 500 other salesmen between calls from their own sales force and should use their business advertising to soften up the dealer for those infrequent calls, the speaker concluded.

Ideal Toy Corp. Markets Perfumed Joan Palooka Doll

Ideal Toy Corp., New York, has introduced Joan Palooka, a doll modeled on Ham Fisher's newest comic strip personality. The doll looks and feels like a new-born baby, according to the company, and actually smells like a freshly bathed and powdered infant. It comes equipped with a cake of baby soap, a can of Johnson & Johnson baby powder and a book-let on baby skin care. Department stores across the country are running newspaper ads, some perfumed with J&J baby powder, promoting the doll.

Ideal plans to bring out additional dolls this year which will have specific educational or "purpose" values. They will include the fields of fashion, homemaking and the social graces.

Mahoney Gets Hy-Pro

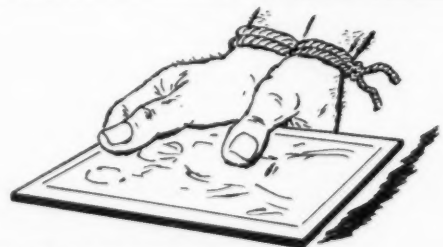
Hy-Pro Tool Co., New Bedford, Mass., has named David J. Mahoney Inc., New York, to handle its national advertising. The account was formerly with Meissner & Culver, Boston.

'Collier's' Promotes Farrell

MacLennan Farrell, associate editor of *Collier's* since 1947, has been promoted to fiction editor. He succeeds Knox Burger, who resigned to enter the book publishing field.

JUST ASK FOR MARIE:

Call WA8ash 2-8825 and ask for Marie Maize on your next multi-graph, mimeograph, addressing or mailing job. Quick pick-up and delivery, fast and accurate work, plenty of experienced personnel, charges always in line. THE LETTER SHOP, Inc., 431 S. Dearborn St., Chicago 5 (Now in our 23rd successful year.)



DON'T TIE YOUR MAT MOLDERS HANDS

Specify the kind of job you want and let the mat molder choose the dry mat material best suited to achieving that result . . . Tell him you want a clean rendering of type and line art, in which case a simple rolled job suffices . . . or perhaps you want shrinkage control and the deepest possible rendering of halftone illustration, in which case he will use a special surface mat baked on the form . . . In either case he will serve you best if allowed to use the brand of mat that he knows and prefers.

CERTIFIED DRY MAT CORPORATION

9 Rockefeller Plaza Dept. O. New York 20, N. Y.

For dependable
stereotyping, rely on

Certified
DRY MATS

DuMont Net's Sales Expected to Gross \$10,000,000 in '52

PHILADELPHIA, Oct. 14—DuMont Television Network will gross more than \$10,000,000 this year and triple the figure in four more years.

This prediction was made here last week by Ted Bergmann, DuMont sales director, in a speech before the Television Assn. of Philadelphia.

"We have just expanded our sales and station relations staff to provide for more business and more station clearance for both current and new business," he said. "On the subject of clearance, it is interesting to note that in the last six months the average DuMont program has increased its station clearance from an average of 16 stations per program to 21 per program, delivering slightly less than 70% of the total set circulation of the country."

"This has been done in spite of the fact that we are laboring under tremendous scarcity of time in single and dual station markets. From the point of view of billings and ratings, DuMont has moved recently into an undisputed third position among the four networks." (Editor's Note: Publishers Information Bureau figures for the first six months of 1952 show DuMont in fourth place with \$5,143,186, well behind American Broadcasting Co. with \$11,661,155. Mr. Bergmann told AA his statement was based on the way business is running currently, comparing projected billings for the 13-week cycle starting about Oct. 1.)

'IEN' Hikes Rates

Industrial Equipment News has issued a new rate card, effective with its June, 1953, issue for current rate holders and immediately for new advertisers. Advertising rates for standard one-ninth page units run within a 12-month period in IEN will be \$150 per unit for 12 units or more; \$155 per unit for 6 to 11 units, and \$160 per unit for 1 to 5 units.

When you need RECENT BIRTH LISTS

Remember **WM. F. RUPERT** Compiler of NATIONAL BIRTH LISTS EXCLUSIVELY for over 55 years 90 Fifth Ave., New York 11 OR 5-3523



AT PRINT SHOW—Gathered in front of one of the exhibits displayed at a point of purchase idea show sponsored by Chicago Show Printing Co. recently are (from left) George H. Hartman, president, George H. Hartman Co.; Milton R. North, western sales manager, Harz Mountain Products, and Marvin T. Green, director of sales for Chicago Show Printing.

Anti-Freeze Makers Hike Budgets in All Media During 1952

NEW YORK, Oct. 15—Manufacturers of anti-freeze solutions for automobiles have increased their advertising appropriations somewhat this year, and are giving radio and television a bigger play.

These facts were brought out in a recent check by AA of current advertising schedules being used by major manufacturers in the field.

E. I. du Pont de Nemours & Co.'s polychemicals department, which markets Zerone and Zerex anti-freezes, is using one-minute, 20-second and eight-second spots on both radio and TV in 28 markets. This is a slight but significant increase in the use of both media over a year ago, the company's agency, Batten, Barton, Durstine & Osborn, said.

In addition, du Pont is using spreads in three consumer magazines: Collier's, Life and The Saturday Evening Post; variable size insertions in 350 newspapers, and outdoor showings in 210 markets. A large amount of point of sale material has been distributed to dealers, and nine automotive dealer papers also have been used. Commercial Solvents Corp., manufacturer of Norway and Peak anti-freezes, is using 150 newspapers, outdoor showings in 250 markets, radio spots in 50 markets, local TV programs and

spots in 15 markets, plus Collier's, The Saturday Evening Post, Popular Mechanics and half a dozen farm papers. Point of sale material and automotive paper support is being used extensively. Fuller & Smith & Ross is the agency.

National Carbon Co., division of Union Carbide & Carbon Corp., which makes Prestone and Trek anti-freezes, is using film commercials on "The Norman Spurr TV Football Prediction Show" on an individual basis in 46 cities, back covers on 22 consumer magazines, 200 newspapers, and radio and TV spots in about 50 market areas. The campaign, which runs through the football season, is being handled by William Esty Co.

U. S. Industrial Chemicals Co., division of National Distillers Products Corp., which manufactures Super-Pyro and U. S. I. Permanent anti-freezes, is using 75 newspapers, Collier's, Life and The Saturday Evening Post, 2,500 poster displays in 300 markets, and a large quantity of point of sale and dealer promotion material. Geyer Advertising is the agency.

Atlas Supply Co., maker of Atlas Perma-Guard anti-freeze, is tying in that product with promotion of its batteries in ads in Collier's, Country Gentleman and The Saturday Evening Post in addition to a number of business papers. McCann-Erickson is the agency.

While most of the anti-freeze copy this year is similar in pattern to that used a year ago, advertisers in most instances have extended their coverage. In the case of Zerone and Zerex, ads are being used in Los Angeles for the first time. Many autoists on the Pacific Coast spend weekends in the High Sierras hunting and skiing, and find it necessary to use anti-freeze compounds in their radiators.

Manufacturers that have increased their use of radio and TV this year say that this increase has not been made at the expense of other media. It is merely an extension of market coverage, they say.

Expand 'Mom's Memos'

"Mom's Memos," San Francisco, an advertising column which made its bow a year ago, is now appearing in 23 state and sectional publications, with a combined circulation of 3,500,000.

Lockett Joins Denver Agency

Donald B. Lockett, formerly television director and account executive for Lewis & Gilman, Philadelphia, has joined Harold Walter Clark Co., Denver, in a similar capacity.

Kawneer Names Ad Agency

The Kawneer Co., Niles, Mich., manufacturer of architectural metal products, has appointed the Chicago office of Fuller & Smith & Ross to handle its advertising.

Formfit Doubles Ad Schedule

Formfit Co., Chicago, is doubling its October schedule for Skippies, Bobbies and Life bras and girdles. Life products will be featured in Coronet, Cosmopolitan, Good Housekeeping, Harper's Bazaar, Holiday, Household, Ladies' Home Journal, Look, Life, McCall's, Photoplay, The Saturday Evening Post, and Vogue. Skippies will be advertised in Charm, Glamour, Quick and Today's Woman and Bobbies in American Girl, Compact and Seventeen. Insertions ran in 121 newspapers Oct. 5-8 and will run in 207 papers Oct. 22-23. MacFarland, Aveyard & Co., Chicago, is the agency.

WILS Appoints O. L. Taylor

WILS, Lansing, Mich., has named O. L. Taylor Co., New York, as its national representative, effective immediately.

Promotes Chlorophyll Gum

Atlas Mfg. & Sales Co., Cleveland, has begun a promotional campaign for its new chlorophyll ball gum and vending machine.

Seattle Club Backs Ad Study

The Advertising and Sales Club of Seattle is sponsoring a series of five sessions on advertising for the 1952-53 season. Each session will have six meetings. The course is to be administered by the Seattle school department.



Four complete Clip Books of Ready-To-Use Art—hundreds of different and proofs—absolutely FREE if you'll take a 10-day look at our new monthly art service. Saves time and money, sparks layout and copy ideas. Merely clip and paste up for offset or line cuts. The \$10 kit of spot art given FREE as an introductory gift—request yours on company letterhead. We'll include the current issue of our new art service (only \$4.95 a month) on 10-day approval. No obligation. Write today.

HARRY VOLK JR. ART STUDIO
600 Central Building, Atlantic City, N. J.

NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB survey, listen to WPTF than to any other station.

north carolina's Number

Salesman-
WPTF 50,000 WATTS
680 KC.
also WPTF FM

NBC affiliate for Raleigh-Durham and Eastern North Carolina

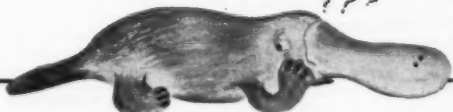


FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER
GUS YOUNGSTADT, SALES MANAGER

Have Sales unexpectedly

LAI D AN EGG?



... Move into the always lively \$7,500,000,000 Packaging market ...

PACKAGING PARADE

THE NEWS MAGAZINE OF PACKAGING

More display space per \$ on Super-Size page... More attentive readership with news-and-picture features, thru-the-book format... Stronger selling impact on MORE important buyers of Packages and Packaging Machines—Supplies—Services... 15000 (CCA) ALL-BUYER circulation.



HAYWOOD PUBLISHING CO., 22 E. HURON ST., CHICAGO 11, ILL.
NEW YORK 17—101 PARK AVE.—WEST COAST—McDONALD-THOMPSON

Information for Advertisers

No. 4469. How to Reach the Foremen in Industry.

Described as information on how to reach the "foremen in industry," a new Media and Market Data File is offered by *Manage* magazine. The publication actually circulates to management men, from foreman to president. The file contains data on background and history, market served, circulation, editorial, advertising, and merchandising services offered.

No. 4474. What New Mothers Read.

Crossley Inc. has made a new study, "Readership Study of *Baby Care Manual*," the results of which are now offered by Parents' Institute Inc. This is must reading for all purveyors of baby foods, garments, toiletries, etc.

No. 4476. North Texas Market Center.

The Times Publishing Co. offers a new booklet, "Progressive Wichita Falls—Rich in Land, Cattle, Oil, and People," whose title pretty thoroughly describes the contents. The study is crammed with charts, statistics, diagrams and photographs which make for quick reading and easy understanding of the marketing opportunities and distribution advantages of the city.

No. 4478. Latest Data for Fort Worth.

From the Fort Worth Star-Telegram comes a new "1952 Market Map," giving latest data on retail sales, population, families, buying income, etc., for Fort Worth and its 100-county trading area. Brief media data rounds out the picture.

Note: Inquiries for the items listed above will not be serviced beyond Dec. 1.

No. 4479. Selling the Feed Industry.

"The \$3.5 Billion Formula Feed Industry" is a new study offered by *Feedstuffs*. Telling how sales of the feed industry have increased 500% in the last 12 years, and predicting an even more phenomenal growth in the decade just ahead, the book tells what types of firms make up the industry, how many there are, where they are located, what they buy, and how to sell them.

No. 4480. Use of Protective Coatings in Chemical Industries.

"The Utilization of Protective Coatings in the Chemical Process Industries" is a new report offered by *Chemical Engineering and Chemical Week* which provides factual material and statistical generalizations on the nature of corrosion problems existing among process plants, volume and types of coatings consumed, practices in applying coatings, buying influences, etc. "To the protective coatings manufacturer seeking further orientation in the field," says the report, "these findings may serve as a marketing guide and source of information for further planning."

No. 4481. Christmas Gift Buying Guide.

Evans Case Co. offers its latest catalog of automatic cigaret lighters, mesh compacts, carryalls, and fitted handbags for the benefit of executives looking for suitable items for Christmas giving to employees and customers. The lighters and other items are available in an extremely wide range of designs and prices.

THE ADVERTISING MARKET PLACE

Rates: \$1.00 per line, minimum charge \$4.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Deadline Wednesday noon 12 days preceding publication date. Display classified takes card rate of \$12.75 per column inch. Regular card discounts, size and frequency, apply on display.

HELP WANTED

CONFIDENTIAL COUNSELLING
In All Employment Categories
TO EMPLOYER AND EMPLOYEE
National Coverage - \$5,000 to \$50,000
ADVTG. MGR. Furniture exper. \$8,000
SALES PROM. Market Analysis \$6,000
COPYWRITER, Consumer copy \$7,000
PROMOTIONAL-EDITORIAL \$10,000
ILLUSTRATION-LAYOUT \$5,200
MARKET RESEARCH-Analysis \$6,400
ADVTG. MGR., Electronics \$10,000
PRODUCTION MAN, Advertising \$6,500
Our comprehensive service covers the entire advertising field: Advertising Mgrs., Account Executives, Copywriters, Artists, and Trainees. Write briefly outlining your specific experience or personnel needs or contact:

A. E. HOOVER
EMPLOYMENT COUNSEL
Suite 205 7 W. Madison St.
Chicago 2, Ill. Financial 6-2107

TWO SPACE SALESMAN
One for Chicago - One for New York. Outstanding opportunity with oldest and biggest trade magazine in its field. Must be college graduate, personable and aggressively hard workers. Prefer men 28-34. Give complete information, size of family, will interview in New York and Chicago. Salary, commission and expenses, with unlimited future.
Box 532, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

ADVERTISING & PUBLISHING FOR ALL TYPES OF POSITIONS
GEORGE WILLIAMS-PLACEMENTS
209 S. State, HA 7-2093 Chicago

TECHNICAL EDITORS
For trade and national publications, service manuals, etc. Top companies. Salaries to \$6500
SHAY AGENCY
30 W. Washington St. - Chicago 2, Ill.

SPACE SALESMAN
Unusual financial opportunity with growing, vigorous company in new, successful taxi-cab (trunk deck) advertising. Draw expenses plus. Travel tri-state area. Home weekends. Car nec. Headquarter city either Chicago, St. Louis, or Pittsburgh.
Box 5338, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

Contact Don Hill for **ADVERTISING POSITIONS**
BUSINESS MEN'S CLEARING HOUSE
209 S. State, HA 7-4577, Chicago

PRINTING SALESMAN for New York area. Good opportunity for young man with some experience who would like to join the staff of a top-flight letterpress house specializing in advertising promotion printing. Salary and bonus. Write for an appointment to BOX 5360
ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

BARNARD
A service for employers and applicants in the fields of advertising and publishing. Office and professional.
Central 6-3178 178 W. Adams Street

FRED J. MASTERTON
ADVERTISING-PUBLISHING PERSONNEL
All types of positions for men and women.
85 N. Wabash Fr 2-0115 Chicago

POSITIONS WANTED
SALES PROMOTION & adv. mgr. large midwest Co. seeks brighter future. Exp. in rural field, all media, p.o.p., dir. mail. \$8,000-\$10,000 range, college, 29 write for brochure.
BOX 5359, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

POSITIONS WANTED

FREE—ONE OF THE SMARTEST PROMOTION GIRLS IN THE BUSINESS! Extra-heavy newspaper reporting-features experience—plus radio, TV, sales, contact, class representation, women's clubs. Smart-looking, too! Yours absolutely free in tie-in sale of a Mr. & Mrs. package. See ad below for box Number.

PUBLIC RELATIONS—AD MAN will bring 20 years' tested experience in promotion, salesmanship, representation, and diplomatic trouble-shooting, to your organization. Widely traveled, broad background as newspaperman, sales promotion creator and copywriter. Added attraction—internationally famous magazine photographer. Both he and she are persuasive public speakers; intriguing entertainers. You buy him—you get her FREE! See ad above.

BOX 5361, ADVERTISING AGE,
801 Second Ave., New York 17, N. Y.

ART DIRECTOR—12 years exper. in agricultural field. Strictly top grade man. Midwest or south preferable.

BOX 5362, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

AGENCY EXECUTIVE AVAILABLE
Successful AE-small agency manager 15 year background in agency activities. Seeks opportunity for advancement financially and career-wise. Particulars to interested parties. Salary \$12-15,000. Will locate anywhere. Please make offer. BOX 5367, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

REPRESENTATIVES WANTED
New York, California, New England, Cleveland & Detroit territory open for highest caliber representation, new high potential trade paper. Write giving background, publications now handled, etc.

BOX 5368, ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

BUSINESS OPPORTUNITIES
DESK SPACE FOR SPACE SALESMAN
GRAND CENTRAL AREA
Marvin Levy 299 Madison Avenue
MU. 2-6269, N. Y. C.

"Advertising sales executive formerly connected with top Eastern publishers, now located in the Pacific Northwest, desires magazines on representative basis. My record is well known to the industry."

Box 285, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

Midwestern multiple publisher has opening for Coast representative. Must devote his entire time to this group of industrial magazines. Only men with successful industrial magazine experience considered. This is one of the best space representative jobs on the West Coast today.

Box 287, Advertising Age
200 E. Illinois St.,
Chicago 11, Ill.

Our 42nd Year

AGENCY

INDUSTRY

Perhaps as far apart as Bangor from San Diego, but they can be brought together by **GLADER CORPORATION**. Our many years of successful specialization in advertising personnel offers intelligent co-ordinating service to the employer and the applicant. Call, visit or write us your needs, whether it be a position or a person.

GLADER CORPORATION
A Bonded Personnel Service
Stanley D. Koch, Director Advertising Division
All Phones: CE 6-5353 110 S. Dearborn St. Chicago 3, Ill.

Copy Chief
Copy Writer
Artist
Radio T-V
Production
Research

18,000,000 Annual Visitors will See and Read this MEMORABLE SPECTACULAR — another MAXWELL BLUE RIBBON Creation Dominating the Famous ATLANTIC CITY BOARDWALK
The R.C. Maxwell Co. Atlantic City, N.J.

OUTDOOR ADVERTISING
WHAT'LL YOU HAVE?

PHONE OR WRITE

ARE YOU THIS KIND OF A WRITER?

Do you like to work on strong national accounts, but are fed up with the grind of Chicago or New York agency work?

Then, listen: Our group has won its spurs in the big league, and we all love advertising. BUT, we believe that genuine living is important, too. We all work hard, but have time to enjoy the hunting and fishing seasons, golf, personal hobbies and home life.

We enjoy the advantages of metropolitan life in this major market city, yet can be in the country in 20 minutes.

We need one writer now (schooling in hard-sell writing) for an expanding account with several grocery distributed products. We'll need another soon, maybe two, for accounts waiting right outside our door.

We pay Chicago wages, and with living costs less, we're all better off. Cash bonuses every 6 months.

If you're interested, tell us what you're doing, what accounts you've worked on, how much money you need to live comfortably, etc.

Our 50 people have seen this ad. Your letter will be strictly confidential.

Box 284, Advertising Age,
200 E. Illinois St., Chicago 11, Ill.

South Florida Agency Chief Wants Cold Weather

After a 5 year stint of building one of the hardest-hitting small agencies in the tropics following 20 years with major agencies in the North, this 40 year young ad man wants to come "home." New York, Chicago, San Francisco... "It doesn't matter. Successful? Yes! Agency has 3 offices, 51 accounts, operates at a fine profit, but a guy and a gal can stand just so much hot weather (with apologies to the Chamber of Commerce). So... will sell out here, may bring one or two pet accounts with me. Have been Copy Chief with 8 major agencies on choice accounts ranging from automotive, food, fashion, furniture, cosmetics thru public utilities, heavy construction and accounts with technicalities. Unusual flair for producing both consumer and industrial copy that sings and sells. Experienced executive in all phases of agency procedure. Excellent planner, top idea man, good at visuals, TV and radio writing experience. Personable, sober, good health, married, no children. Prompt, dependable, finest references. Interested in congenial surroundings in agency as copywriter, copy chief or AE. Minimum salary \$30,000. Will come to you for the interview.

Box 286, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

SALES PROMOTION and ADVERTISING MANAGER

Leading major appliance manufacturer requires man to head advertising and promotion department and coordinate activities with agency. Appliance experience helpful but not necessary. Outstanding opportunity. Chicago location. Salary open. Send complete outline of experience.

Write Box 289, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

FREE LANCE ARTISTS

Topnotch black and white spots for our syndicated monthly art service. Must be creative, original. Send samples—proofs on light weight stock, no heavy portfolios etc. Your prices must be right.
Harry Volk, Jr. Art Studios, 600 Central Building, Atlantic City, N. J.

IF YOU'RE A COPYWRITER

—a space man with hard lines experience —we can put you on the scent of a dozen good jobs with top agencies, paying from \$6000 to \$22,000. Call or write

MOLENE PERSONNEL
165 W. Adams Chicago 3
ANdover 3-4424

YOUNG ADVERTISING MAN—YOU ASKED FOR THIS!

A real opportunity to prove yourself with a large nationally known manufacturer of famous brand products distributed through jobbers, chain stores, super markets. Must be wide awake and alert for this advertising, public, and sales promotion job at home office in Pittsburgh. Send complete experience, references, salary requirements.
ADVERTISING AGE
Box 278, 801 2nd Ave., New York 17, N. Y.

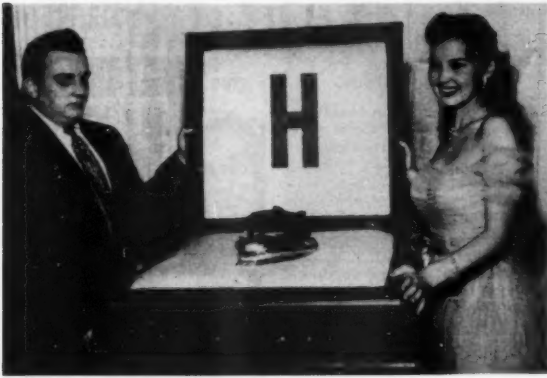
GET A GOOGOL-PLEX*

Progressive company, ad agency or association in Chicago could use a competent man with sound editorial and public relations experience. Capable of editing house organ, annual report, short-writing speeches, articles; preparing all types of informational or promotional literature, news releases, leaflets, manuals, et al. Available immediately.

Write Box 288, Advertising Age
200 E. Illinois St. Chicago

*Figure 1 followed by 1010100





UNVEILING—This scene was the high point in the Hoover Co.'s introduction of its new iron in Omaha. The iron, first one off the production line, was placed in a giant size jewel box which was opened by Mrs. America—Mrs. Evelyn Joyce Schenk of Irvington, N. J. Standing on the left, apparently dazzled by his own product, is James C. Hoover, v.p. and son of the company's founder.

Hoover Stages Hollywood Show for Its New Iron

OMAHA, Oct. 14—Hoover Co., No. Canton, O., premiered its new steam and dry iron here with a spectacular promotion.

Six hundred dealers from Nebraska and western Iowa were brought to Omaha for the unveiling. On hand to greet them were James C. Hoover, v.p. and son of the company's founder, and Mrs. Evelyn Joyce Schenk, newly elected Mrs. America.

■ For the introduction, the appliance maker employed Bozell & Jacobs to prepare a p.r. and advertising campaign which included:

1. An ironing contest among 23 women members of Omaha's American Legion Post No. 1, the world's largest.
2. A testimonial luncheon for Mr. Hoover.
3. Two-color ads totaling 3,000 lines in Omaha and Lincoln newspapers.
4. Saturation outdoor advertising in Omaha.
5. Radio and TV spot announcements.

■ Hoover staged its introduction show in Omaha's Blackstone Hotel. One 20' and one 10' display dominated the lobby, and the whole top floor of the hotel was reserved for meetings and other activities. Press conferences were set up for Mrs. America and Mr. Hoover, and Gov. Val Peterson of Nebraska presented them both with admirals' commissions in the state's dry-land navy—a traditional title conferred on visiting dignitaries.

A theater-type marquee at the entrance of the hotel's ballroom

announced the world premier in flashing lights, and in an adjoining room Hoover displayed its antique cleaners and a ceiling-high working reproduction of the current model.

Six beauty queens from Omaha University attended the opening and acted as hostesses. Every woman at the dealer meeting was presented with a rose corsage and men were given miniature plastic models of vacuum cleaners.

■ During the dealer meeting WOW-TV presented a live 30-minute program, marking the first time the station had taken a news broadcast out of the studio. At the start of October Hoover bought the TV news program for the entire month.

The Ohio appliance manufacturer is now preparing to introduce its new iron in other areas. W. W. Powell, director of market research and personnel, said Omaha was chosen for the premier because: (1) It is centrally located; (2) 70% of its residents are home owners; (3) the Hoover name is well known there, since one-third of the cleaners in the area are Hoovers, and (4) families in the area should have enough money to buy the new product (average family income in Omaha last year was \$6,000).

The new Hoover iron will retail for \$18.95. It was shown in a one-third page in the October Good Housekeeping. Leo Burnett Co., Hoover's agency, also will run half-pages in the November issues of *American Home* and *Better Homes & Gardens* and another one-third page in the November Good Housekeeping. Newspapers will be used at the local level.

Grey Advertising Named Agency for Wembley Inc.

Grey Advertising, New York, has been appointed to handle the advertising account of Wembley Inc., New Orleans, maker of men's neckwear. AA last week erroneously reported that another agency had been appointed.

A sizable magazine schedule is planned for Wembley, and a new policy will be followed in merchandising and point of sale advertising.

'Successful Farming' Held Farm Field Day in Illinois

Successful Farming, rather than *Better Homes & Gardens* as AA reported last week, flew a group of New York media directors to Bloomington, Ill., for a "Farm Field Day" recently to acquaint admen with the farming business. Both are Meredith Publishing Co. magazines.

Arvey Corp. Offers Kit

Arvey Corp., Chicago manufacturer of advertising displays, is offering to packaging men and advertisers a free kit of production samples of its Lamcote multi-color printing service on hard-to-print materials.

\$100,000 Fall Drive Will Boost Plywoods

TACOMA, WASH., Oct. 16—Page advertisements in *Pathfinder* and *The Saturday Evening Post* in November will pace a \$100,000 fall sales promotion of West Coast plywood manufacturers.

The promotion will push plywood as "today's best buy" for fall building jobs, such as house remodeling, farm buildings, boats and Christmas shop projects.

W. E. Difford, managing director of the Douglas Fir Plywood Assn., said the campaign will direct consumers to their lumber dealers for plywood. Dealers, in turn, will be supplied a "best buy" tie-in package.

Mr. Difford calls his sales philosophy one of "God helps those who help the dealer." He says the nation's 27,000 retail lumber dealers sell about 50% of the fir plywood output, which this year will approach 3 billion square feet.

The association said that, although the direct consumer advertising is the more spectacular phase of the campaign, trade advertising and promotion to the builder "should be equally profitable to dealers."

The Condon Co., Tacoma, handles the account.

de Luca Joins Snellenburgs

Romolo de Luca, with Jacob Rees' Sons, Philadelphia, for 11 years, has been named assistant sales promotion manager of Snellenburgs, Philadelphia department store.

Smith Named Agency Partner

H. Bechtel Smith, formerly v.p. in charge of advertising and sales for Royal Lace Paper Works, Brooklyn, has been elected a v.p. and partner of Kiesewetter Associates, New York.

McSpadden Joins Hazard

Chester F. McSpadden, formerly of Fuller & Smith & Ross and N. W. Ayer & Son, has been named an account executive of Hazard Advertising Co., New York.

Certified Foods to Carmona

Certified Foods Co., Los Angeles, has appointed Carmona Advertising, Hollywood, to handle advertising for its Chef Gourmet dressings.

How to Sell More and Make More Money

See what others are doing to boost sales, then adopt their money-making ideas to your own business. This monthly service brings you a complete round-up of hot sales-making ideas currently used everywhere. Price, complete, \$5 per year; money back if you ask. Send cash or check now to:

BRIEFED SALES BULLETIN
400 Madison Ave., New York 17, N. Y.



EDITORIALLY, from a standpoint of news coverage, special features, syndicated writers, and comics, the *Courier-Express* has the strength which compels thorough readership and insures the effectiveness of your sales message throughout the great 8-County Western New York Market.

NOW FULL ROP COLOR

Full ROP color daily and Sunday—to give your message still greater impact in this powerful paper.

BUFFALO COURIER-EXPRESS

Western New York's Only Morning and Sunday Newspaper
REPRESENTATIVES:
SCOLARO, MEEKER & SCOTT

TATHAM-LAIRD!

This year, Tatham-Laird, outstanding Chicago Agency, selected TRUE CONFESSIONS to help sell such important beauty products as Max Factor cosmetics and Toni White Rain Shampoo.

If, like Tatham-Laird, you advertise to young women, you, too, will be interested in the following facts about TRUE CONFESSIONS.

1. At the Newsstands TRUE CONFESSIONS is second among all women's magazines, outselling such service leaders as McCALL'S, WOMAN'S HOME COMPANION and GOOD HOUSEKEEPING, such circulation giants as LIFE, COLLIER'S and LOOK. (A.B.C. Dec. 31, 1951)

2. TRUE CONFESSIONS has the youngest adult woman's audience of any magazine studied by Starch.

3. And this young TRUE CONFESSIONS' market can't be reached through other kinds of magazines. Only 10% of TRUE CONFESSIONS' 2,200,000 women readers read the largest of the Service Magazines (LADIES' HOME JOURNAL) and only 13% read LIFE. (Starch)

For further information just write or call your Fawcett office in New York, Chicago, San Francisco, Los Angeles, or Detroit.

TRUE CONFESSIONS • A Fawcett Publication

2 Art Positions Open

Due to expanding business a leading Louisville agency needs two men. (1) Art director of high caliber, experienced in creative thinking and layout. (2) Layout artist of proved ability. Salary for both positions open for discussion. Must have top-notch men. Send complete information.

ZIMMER-McCLASKEY ADVERTISING
Starks Bldg.
Louisville 2, Ky.

SOUTH CAROLINA'S SUPERMARKET!

GREENVILLE

SOUTH CAROLINA'S LARGEST METROPOLITAN AREA
(U. S. Census, 1950)

LEADS BY FAR IN

DRUG SALES

GREENVILLE	\$4,944,000.
Columbia	4,621,000.
Charleston	4,263,000.

Sales Management 1952

Greenville leads also in Population, Retail Sales, Wages, and Autos & Trucks. South Carolina's Largest Metropolitan Area is your first market in S. C.

if in S.C. you sell it... pick the N-P to tell it!

Greenville News
MORNING & SUNDAY

GREENVILLE PIEDMONT
EVENING

Associated Publishers by HARB-EMERSON COMPANY, INC.

Operators of WFBC-NBC-3000 Watts

Serving South Carolina's Supermarket

Daily Circulation 96,969



PLAN KING-SIZE MAGAZINE—Dove Glenn (left), editor, and Floyd Laverette (right), business manager, discuss plans for the new king-size *Appliance Manufacturer* with its publisher, David R. Watson, also publisher of *Modern Railroads*. The new publication, patterned after *Modern Railroads*, will have 15,000 circulation.

Eureka! White Rat Reads Magazine Ad and Remembers It

NEW YORK, Oct. 14—Advertisers and their agencies will no doubt be pleased to learn that they can now conduct readership studies on white rats.

According to a Science Service story in the *New York Times*, psychologists have taught the rat to recognize a magazine ad and distinguish it from others. And the ad does not have to be one featuring cheese.

Science Service reported that Dr. Paul E. Fields, professor of psychology at the U. S. Air Forces School of Aviation Medicine, recently told the American Psychological Assn. that the intelligence of the rat has been underestimated.

To prove his point, Dr. Fields cited experiments with magazine ads. He said with a little advance coaching, a rat can pick out one particular ad from a whole row of similar looking ads. When the rat reaches the doorway marked by

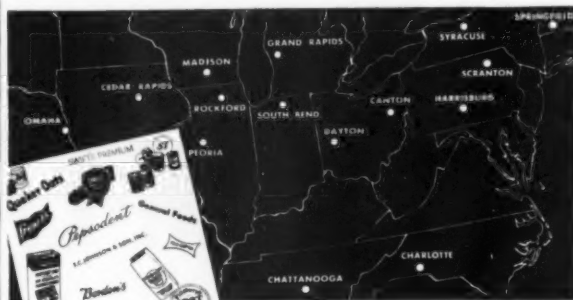
the right ad, it jumps through and finds some food as a reward. Dr. Fields said the position of the particular ad can be changed and the rat will still find it.

As a matter of fact, added Dr. Fields, the rat does better with the complex problem of picking one ad out of five similar ones than it does with a simple two-way choice. He explained that this is so because the rat gets "bored" too quickly when he is faced with an either-or choice.

The main point of Dr. Fields' talk was that "the rat is bright enough to serve as a stand-in for human fliers in measuring what the hazards of future flying will do to a man's mind and ability in combat."

Starts NY Campaign

Bercut-Richards Packing Co., Sacramento, Cal., has begun a campaign in the greater New York area for Sacramento brand tomato juice. Three evening papers and 19 others, covering Long Island, Westchester and New Jersey, are being used, plus television spots. Lawrence C. Gumbiner Advertising, New York, is the agency.



insure profits . . . pretest

PEORIA

- A fast-growing, diversified industrial center in the heart of a rich agricultural area. Peoria is as far from Chicago or St. Louis as Baltimore is from New York City.
- Net Effective Buying Income per family in metropolitan Peoria is \$5,919 . . . 20.1% higher than the U. S. average. Savings in Banks & Savings & Loans Associations total \$109,-300,945 . . . up 42% in last 5 years.
- \$260,455,000 in Retail Sales . . . a gain of 100% since 1945.
- Passenger Car Registrations of 80,418 are up 58% in 5 years. With 1.04 cars per family . . . you know it's a rich market for your advertising dollars.
- PEORIA JOURNAL STAR is read in 96.3% of the homes of the Metropolitan Area . . . daily circulation now exceeds 100,000. This coverage insures a thrifty test.

- ★ Pick a few Burgoyne test cities. Then find out the degree of success you can expect from your new product, package, price or promotion . . . the safety first way of important national advertisers.
- ★ The activity of your product and promotion will show up fast in the monthly-audit-reports of over-the-counter sales . . . and that of competition.
- ★ Then your Management can proceed regionally or nationally on facts.
- ★ Ask us for our October Data File for 1953 planners.

Burgoyne Grocery & Drug Index
FIRST NATIONAL BANK BUILDING • CINCINNATI 2

Better Promotion Urged on Bakers to Halt Sales Losses

NEW YORK, Oct. 14—Bakers can increase sales tremendously and reverse a 50-year downward trend in flour consumption by more aggressive promotion, according to *Bakers Weekly*.

The Sept. 29 issue carried an article showing that per capita consumption in the U. S. has declined from 211 lbs. in 1910 to 133 lbs. in 1951.

The article attributes this decline to inroads made by other food items rather than competition within the industry. Singled out as principal competitors are ice cream, candy and cheese in the dessert field, and the publication points to promotion of cakes as the industry's most promising bet.

Cake accounted for only 1.2% of all sales in grocery chain stores in 1951, according to a survey. Bread accounted for 3% and cookies and crackers for 2.8%.

While prepared cake mixes, used by millers to offset in a small measure flour consumption losses, have gained in the last five years, the rate of increase declined in the past 12-month period. The gain experienced over 1950 was one-third less than that of 1949 over 1948. During the same period, use of all-purpose family flour and package cake flour dropped substantially, even in the face of a population increase of 3,000,000 for the year.

Among other factors listed by the article to account for the drop in consumption, besides competition of other foods, are weight-reduction programs, food "faddism" (yogurt-wheat germ eaters), limited household budgets, dissatisfaction with quality, indifference and forgetfulness, and non-availability of small-unit packages.

The article counseled that merchandising, more attractive point of sale, phone and postcard solicitations and free sampling campaigns should be used by bakers to make the consumer "cake conscious."

Name Mills Art Director

David W. Mills, for two years assistant art director of Ted Sommers Inc., Bridgeport, Conn., has been promoted to art director.

shop **EARLY**...
give **EARLY TIMES**

ONLY 0 DAYS LEFT

EARLY TIMES
Every ounce a Man's whisky!

EARLY TIMES DISTILLERY COMPANY, LOUISVILLE 1, KENTUCKY

XMAS SERIES—Early Times Distillery Co. is urging newspaper readers to do their Christmas shopping early in 187 dailies. To simplify shopping, it suggests buying Early Times for everybody. Ruthrauff & Ryan is the agency.

IPOR Opens Branch Offices

International Public Opinion Research Inc., New York, will open two branch offices in Brazil this month, one in Rio de Janeiro and the other in Sao Paulo. They will be under the direction of Monroe L. Mendelsohn, marketing consultant and former professor of marketing at Drake University. IPOR now will be able to provide the following services in Brazil: market research, employee attitude research, public relations research, management surveys and organizational studies.

Coast Car Dealers Name R&R

The Los Angeles office of Ruthrauff & Ryan has been appointed by the Downtown-Figueroa Car Dealers Assn., Los Angeles, to direct its advertising. A special promotional campaign will get under way immediately, utilizing newspapers as the principal medium.

Lefferts Names Wexton

Lefferts Color Wall Tire Service, a division of the Blando Rubber Corp., has named Wexton Co., New York, to handle advertising of its color wall tires. Full-color pages are scheduled in *Sunday* supplements in November. Lefferts is a new advertiser.

WHAT IS AN ADVERTISEMENT?

(adv)

Is it the final copy, layout and art? Is it the final proof submitted for okay? Or is it the thousands or millions of printed impressions for which the advertiser pays? We say it is the latter, and this is why we take great pains to make photoengravings, adapted to each publication, that will produce *fine finished advertisements*.

COLLINS, MILLER & HUTCHINGS, INC.
207 NORTH MICHIGAN AVENUE • CHICAGO 1

America's Finest Photoengraving Plant

One Basic Radio Rate Seen for Both Day, Night

GRAND RAPIDS, MICH., Oct. 14—"Before much more than a year has passed, we will see network nighttime and daytime rates on radio pegged at the same price."

This prediction was made by J. S. Stolzoff, account executive for Foote, Cone & Belding, Chicago, before the Midwest Inter-City Conference of Women's Advertising Clubs. "I think there is every indication that daytime rates is going to be strong for years and years to come," he said, adding, "It may well outlive us all."

Mr. Stolzoff's remarks on television were equally encouraging for AM broadcasters. Discussing the problem of high TV costs, the Foote, Cone executive said: "I find it difficult to believe that television is going to be truly national for a long, long time."

Television programs will probably be sold more and more on a participating or rotating basis, Mr. Stolzoff said, until TV costs can be brought down to within the range of the average advertiser.

"Advertising to the carriage trade" was described for the adwomen by Wesley Aves, president of Wesley Aves & Associates, Grand Rapids agency.

Mr. Aves, whose agency handles Baker Furniture Inc., Holland, Mich., described the "carriage trade" advertising which Baker has used consistently since 1931.

"Whether it be for clothes, jewelry, or furniture," Mr. Aves said, "all carriage trade copy is alike in one respect. It sells by inference and association, rather than by superlative statements. The superlatives are as out of place as a Bikini bathing suit at a church supper."

The Baker approach, Mr. Aves related, was centered in quarter page ads in three consumer publications—*House Beautiful*, *House & Garden* and *Town & Country*. Consumer and trade ads said essentially the same thing: "Baker is a special kind of furniture, designed, built and finished to please those who appreciate the finest."

This campaign continued for six years, with quarter page insertions repeating the same Baker theme running every month. "At the end of eight years," Mr. Aves reported, "we were getting as many inquiries per ad as we did when the series was first initiated."

Baker Furniture would probably still be using the same ads it has in the past, Mr. Aves said, except that the company has entered the modern design field and "the advertising must be adjusted to take into account this 'new look.'"

The Midwest adwomen heard Elon G. Borton, president of the Advertising Federation of America, at their closing session, Oct. 12. Mr. Borton reported the AFA's plans for national advertising week next February and urged the adwomen to participate through their local organizations in the week's activities.

The Midwest Inter-City Conference will hold its meeting in Chicago next year.

McMurphey Gets 3 Committees

George McMurphey Advertising, Portland, Ore., has been named to handle advertising and publicity for three political campaign committees: the opponents of proposed legislation legalizing liquor by the drink; opponents of the bill legalizing commercialized gambling, and the campaign in favor of the Uniform Standard Time Act in Oregon.



HALF-CENTURY CELEBRATION—Harvey Glover, president of Sweeney Lithograph Co. (center), was honored at a dinner recently in New York to celebrate his 50th year in the graphic arts industry. With him above are William Winship of Brett Lithographing Co. and president of Lithographic Technical Foundation; Archie Fay of National Process Co., president of National Assn. of Photo-Lithographers; Robert T. Armstrong of Duncan Lithograph Co., and William Walters of U. S. Printing & Litho Co., president of Lithographers National Assn.

Dave Smart, 'Esquire' Publisher, Dies

CHICAGO, Oct. 17—David A. Smart, 60, president of the board of Esquire Inc., New York, and publisher of *Esquire*, *Coronet* and *Esquire's Apparel Arts* magazines, died last night in Wesley Memorial Hospital. Hospitalized for ten days, Mr. Smart had undergone surgery a few days ago. An autopsy is to be performed to determine the cause of death.

Born in Omaha Oct. 4, 1892, Mr. Smart spent two years at Crane Technical High School, Chicago, before starting his career in 1911 as a *Chicago Tribune* classified salesman. Shortly thereafter, he sold a full-page classified ad to Frederick Bartlett, at that time the biggest real estate operator in Chicago.

Although the ad was a flop, the achievement brought the young salesman to the attention of the late William Field, then the *Tribune* business manager. Mr. Smart soon joined the old *Chicago Herald*, but after only a short time went into the Army.

In the field artillery, he was wounded in action Nov. 2, 1918, returning home on the first boat carrying returning veterans after the Armistice.

His first postwar publishing venture—tributes to the doughboy written while in the service—almost hit the jackpot when F. W. Woolworth Co. put wall mottoes carrying the comments on sale in its newly opened Fifth Ave. store. The bottom fell out of the venture so fast that the young veteran had to wire his father for money with which to get home.

Then he fell into a windfall. With a stake of \$50,000 resulting from a sugar brokerage venture, he started selling syndicated bank posters for Edgar Watson, then the star car card advertising salesman of the country, and then started a similar business of his own. This venture ultimately included syndicated magazines for half a dozen retail fields.

Mr. Smart launched *Apparel Arts* next and sold it from a dummy which looked like *Fortune*, then just out and attracting attention. Although the magazine was designed as a quarterly, it made such a hit that it promptly became a monthly. Soon after, *Esquire* was born.

Ernest Hemingway was the first big name signed for *Esquire*. The first issue, distributed through department and men's wear stores, was a sell-out, with 100,000 copies crossing the counters.

Mr. Smart started *Coronet* two years later. Although its publisher thought the new periodical had fallen on its face at the time, its recovery represented one of the greatest publishing achievements in history. Out of *Coronet's* contact with schools came the *Coronet* educational films, started in 1938.

Mr. Smart had a bout with Postmaster General Frank Walker,

who attempted to deny second-class mailing privileges to *Esquire*. Early in 1946, the U. S. Supreme Court decided unanimously that such an attempt was unconstitutional, and denied its enforcement.

Mr. Smart was a believer in the efficacy of long vacations, both for himself and for his key executives. He thought it was advantageous for such executives to remain home for two or three days a week, to do a better job of thinking and working away from the interruptions of a business office. He often took vacations of two and three months' duration.

NELSON E. ALDRICH

BOSTON, Oct. 14—Nelson E. Aldrich, 61, former advertising representative for Hearst Newspapers, died Oct. 10 at his home.

Mr. Aldrich, who was born in Taunton, Mass., joined Hearst Newspapers in 1910 and from 1943 until 1951 served as acting classified advertising director of the *Boston Record American* and *Sunday Advertiser*.

CALVIN M. KENDIG

LANCASTER, PA., Oct. 15—Calvin M. Kendig, 75, retired president and chairman of the board of Hamilton Watch Co., died yesterday in Johns Hopkins Hospital, Baltimore, after a long illness. Mr. Kendig was with the company for more than half a century and was president for nine years before his retirement in April, 1948.

Schwartz Heads New Zipper Association

A new group, Zipper Industries Assn., has been formed in New York with John Schwartz, president of the Snag-Pruf Zipper Corp., as its head. The association will attempt to end "chaotic" conditions in the industry and wipe out "sweatshop tactics."

An advertising and promotional campaign will be announced shortly.

Nielsen Signs New Clients

A. C. Nielsen Co., Chicago, reports a "rush of leading agencies and radio-TV advertisers" to subscribe to the new Nielsen broadcast coverage service. Among the first agency subscribers are Ted Bates & Co.; Foote, Cone & Belding; Marschalk & Pratt; Morse International, and Young & Rubicam. New clients in the sponsor column include Borden Co. and Esso Standard Oil Co.

Y&R Appoints Skelton

Charles Thomas Skelton, manager of the outdoor department of Lawrence Fertig & Co., has joined Young & Rubicam as manager of outdoor and transportation media. He succeeds John E. Clark, now a member of the agency's contact department.

Elm Farm Foods to Siltan

Elm Farm Foods Co., operator of a supermarket chain in the Boston area, has appointed Siltan Bros., Boston, to handle its advertising.

Plan for FTC Study of 'Where Consumer's Dollar Goes' Questioned by NAM, Others

WASHINGTON, Oct. 15—Leading business organizations are inclined to believe that President Truman's proposal for a study of "where the consumer dollar goes" is something to approach with caution.

Many business men and organizations would welcome reliable information on the elements of cost involved in producing and distributing important products, but they say the tabulation of this type of material is dangerous under the best conditions. The fact that this job has been turned over to the Federal Trade Commission adds to their uneasiness.

The President suggested that FTC go into cost elements after former price chief Ellis Arnall reported that the settlement of the recent steel controversy was delayed by lack of reliable data on the probable impact of wage and price increases (AA, Oct. 6).

His suggestion was welcomed at FTC, and the commission staff was instructed to determine the kinds of data that were already available for working up cost studies of key commodities.

In accepting the proposal, FTC Chairman James Mead advised the President that business, labor, consumers and government agencies will all be consulted before a final plan is adopted for the cost study. Actually, FTC has to go to Congress for money before the work can go very far, anyway.

FTC expects to have a public hearing on the idea early in December. Meanwhile, it is preparing to sound out private groups which may be interested in appearing at the hearing.

Rightly or wrongly, major business groups are uneasy about the fact that the job has been turned over to FTC. They think it is foolish to expect business to have confidence in the good intentions of an agency which spends most of its time tracking down and prosecuting anti-trust offenses.

Moreover, there is a history of past quarreling over FTC's statistical work. The National Assn. of Manufacturers, in particular, has challenged the reliability of some of FTC's previous work.

Last year, after FTC published a series of reports on concentration of control in leading industries, NAM issued a 40-page report of its own. "The reader who accepts the FTC's results uncritically will certainly be left with more false impressions than correct ones," NAM commented.

Within government, however, FTC's economic studies are readily accepted and have provided the basis for many congressional actions. Its corporations reports, issued in conjunction with the Securities & Exchange Commission each quarter, are widely used in government and industry.

NAM does not speak for all business, however, and FTC reports the plan for cost studies has drawn some favorable comment. FTC people visualize the cost breakdowns as a continuing project, along the lines of the cost of living index of the Bureau of Labor Statistics.

Sponsors contend the data will be useful to everyone. It would help government follow economic trends in various lines of industry. It would enable labor to determine whether it is getting "a fair share," and it would enable business men to determine whether their company's cost experience squares with the experience of similar companies in the same line of activity.

Some business groups are going to take the position that business

should withhold its support from FTC's proposal. Instead, they would like Congress to make money available to the Department of Commerce to engage in special distribution cost studies.

Some members of Commerce Department's national distribution council have been urging Commerce Secretary Charles Sawyer to take the initiative in offering business more information about the cost of such operating items as advertising and selling.

Horace B. McCoy, chief of the Commerce Department's new office of distribution, told *Advertising Age* today that the department is not in a position to provide FTC with any information about distribution costs, or the problems involved in tabulating such information, and will not take part in December's hearing.

He confirmed reports that the office of distribution intends to put a heavy percentage of its efforts into cost studies. The plan for these studies, now being developed, aims at information which will help individual business men improve the efficiency of their operations.

These studies would be only distantly related to the comprehensive breakdown of "where the consumer dollar goes," which President Truman has mentioned, but they would be more directly applicable to business. "We will go into such subjects as 'What enters into distribution costs?', 'What spreads are there?' and 'What are the reasons for them?'" Mr. McCoy explained.

Neither the NAM or the U. S. Chamber of Commerce has indicated publicly whether it will appear at FTC's hearing, or what it will say if it appears.

However, the National Assn. of Manufacturers told its 18,000 members in a recent issue of its privately circulated "Washington Letter" that the report might be a good idea, "if there were no ifs."

"The President's letter to the commission reveals that the breakdown will be used to weight the scale against business," the NAM commented. "For example, the President says such information would help in settling labor disputes since there would be available 'a set of agreed upon facts.' In other words, this could be another index to give organized labor a better break in seeking wage increases."

The domestic distribution department of the U. S. Chamber of Commerce has been studying the plan and will submit it to the domestic distribution committee at a meeting here next Friday.

Meanwhile, CofC economists have pointed out that cost figures are sometimes misleading, depending on the system used in allocating costs. Chamber staff members feel the President has handed FTC an assignment involving almost insurmountable obstacles.

Beman Joins Omaha Agency

Delmar W. Beman Sr. has been named public relations head for Langhammer & Associates, Omaha agency. He also will act as account executive and consultant for general advertising, and market and labor relations for clients. Previously, Mr. Beman had his own public relations and marketing consultant office in Omaha.

Third Class Mailers Elect

Paul J. Bringe, sales manager of Milwaukee Dustless Brush Co., has been elected president of the Associated Third Class Mail Users. New directors elected, in addition to Mr. Bringe, are Charles Binger, Reply-O-Products, New York, and Harold Cassino, Countryside Press, Boxford, Mass.

TO GET SALES

ACTION...



reach Active-Minded

Americans...

over 2,000,000

family units... in the

magazine they read...

and read...

and read...

NATIONAL GEOGRAPHIC!

More than 2,000,000 National Geographic family units cut across almost every business, profession and occupation. They call The National Geographic "our magazine." As members of the National Geographic Society they actually own it. They write us as many as 84,000 pieces of first class mail a day. They renew their subscriptions at an amazing rate of more than 87%. Entire families regularly read and have confidence in the pages of the magazine, both editorial and advertising. They have a warm spot in their hearts for our product. We think there's room there for your product, too!

America's most active minds read



Now, more than 2,000,000 circulation according to publisher's current records.

This Week in Washington...

High Court Will Decide on 'Bogus'

By Stanley Cohen
Washington Editor

WASHINGTON, Oct. 16—The Supreme Court has finally agreed to consider the legality of the "featherbedding" clauses which printers and musicians put into their contracts with publishers and broadcasters.

Some time this winter the court will take up a case challenging the validity of the "bogus type" clauses in contracts which the International Typographical Union negotiates with publishers. At the same time, the court will consider a second case involving the standby musician demands of James C. Petrillo's American Federation of Musicians.

The printing case is an outgrowth of Chicago's 22-month newspaper strike, which ended in September, 1949. A circuit court of appeals has already ruled that the ITU violated closed shop provisions of the Taft-Hartley Act when it held out for the right to strike against publishers who employ non-union labor.

Before the Supreme Court, American Newspaper Publishers Assn. will argue that the circuit court should also have found that unions cannot hold out for clauses requiring employers to pay for work which is not useful to their business.

"Bogus"—the setting of type to duplicate matrices supplied by advertisers—is unnecessary and adds 2% to 5% to composing room costs, ANPA says. But the circuit court said ITU could insist on bogus as long as the work is actually done, even though the employer may not benefit from the work.

The musicians' case is similar. Gamble Enterprises, Akron, O., says Mr. Petrillo's union violates Taft-Hartley by requiring that the Palace Theater agree to pay standbys each time an out-of-town band appears on its stage.

The lobbying law, requiring financial reports from organizations which try to influence legislation, is back on the books.

Key provisions of the act were declared unconstitutional by a special circuit court panel here, after the National Assn. of Manufacturers filed a test case.

The Supreme Court set the panel's decision aside Monday on technical grounds.

Sen. Olin C. Johnston (D., S. C.), chairman of the Senate post office committee, has made a political speech accusing magazine publishers of attacking "the trend toward socialization" while accepting a \$210,000,000 "subsidy" from the Post Office Department.

He charged that U. S. News & World Report is getting an \$800,000 "subsidy," and Life and Time \$15,000,000. "Next year," he said, "Democrats may want to look into these subsidies."

Politicking aside, it is increasingly clear that the postal rate situation is far from settled. The Direct Mail Advertising Assn. was not surprised to hear Postmaster General Jesse Donaldson argue for higher rates.

On the other hand, third class mail users who attended a special luncheon here last week got little encouragement from a ranking Republican postal committee member. Rep. Robert Corbett (R., Pa.) told mail users Republicans will insist on postal economy and modernization, but that the deficit is so large the pressure for rate increases will be very great.

Internal Revenue Commissioner John B. Dunlap made it clear this week that "register and vote" ads

will be safely deductible as business expense for income tax purposes. Mr. Dunlap had issued a statement that business men cannot deduct the expense of ads "which are political in nature." This was reported in some publications as a blow at "get out the vote" ads. But the commissioner said that "get out the vote" ads are okay as long as they are purely institutional and with no suggestion that the voter "prefer one political party to another."

In issuing the original statement, the commissioner said he was calling attention to the bureau's long-standing policy—that a business may not deduct payments to a political party, or indirect payments in the form of paid advertisements or contributed radio and TV time.

The Federal Communications Commission was back to full strength this week with the installation of Commissioner Eugene Hyde Merrill.

Since the Senate is not in session to confirm the appointment, Commissioner Merrill arrives on an interim appointment. He does not stay next year unless the incoming President resubmits the appointment.

The incoming President has two FCC appointments in 1953. In addition to Commissioner Merrill, there can be a second change in June, when Chairman Paul Walker finishes his third seven-year term.

The new President also has a Federal Trade Commission post at his disposal. The Senate adjourned without acting on a new term for Commissioner John Carson. He remains until he is confirmed or a successor named.

"Bread and circus" justice got another judicial rebuff last week when the court of appeals in Boston set aside the conviction of an Internal Revenue commissioner whose activities had been widely discussed in the press and on the air. The decision is similar to a federal court ruling here that courts will not consider contempt cases against witnesses who refuse to testify before congressional committees—while microphones, TV cameras and other equipment are in operation.

In the Boston case, the court said publicity of this type makes it impossible for a man to get a fair trial.

Byars Promoted to Assistant Ad Manager of Standard Oil

Robert K. Byars has been promoted to assistant advertising manager of the Standard Oil Co. (Indiana), Chicago. Mr. Byars formerly was assistant to the advertising manager. He joined Standard in 1946 as advertising and public relations representative in the St. Louis sales field.

Before joining Standard Mr. Byars was with Stix, Baer & Fuller, St. Louis department store, and the Commercial Credit Co., Baltimore.

Keystone Adds 116 Stations

Keystone Broadcasting System reports it has signed 117 new affiliates since Jan. 1, giving the network a total of 620 affiliates in small towns and rural areas. KBS claims 500 of the stations cover 1,450 counties which are in non-TV areas.

National Nielsen-Ratings of Top TV Shows Two Weeks Ending Sept. 13, 1952 All Figures Copyright by A. C. Nielsen Co.

Total Homes Reached			Program Popularity*		
Rank	Program	(000)	Rank	Program	(%)
1	Dragnet (Liggett & Myers, NBC)	8,582	1	Dragnet (Liggett & Myers, NBC)	50.8
2	My Little Margie (Philip Morris, CBS)	8,279	2	Gamebusters (Chesterfield, NBC)	48.6
3	Pastor Bowie (CBS)	7,872	3	Godfrey's Talent Scouts (Lever, NBC)	48.6
4	Godfrey & Friends (Liggett & Myers, CBS)	7,575	4	My Little Margie (Philip Morris, CBS)	45.7
5	Gamebusters (Chesterfield, NBC)	7,050	5	Pastor Bowie (CBS)	45.5
6	Godfrey & Friends (Toni Co., CBS)	7,018	6	Godfrey & Friends (Liggett & Myers, CBS)	43.9
7	Robert Montgomery Presents (American Tobacco, NBC)	6,904	7	Your Show of Shows (Participating, NBC)	42.7
8	Your Set Your Life (DeSoto-Plymouth, NBC)	6,676	8	Robert Montgomery Presents (American Tobacco, NBC)	42.1
9	Your Show of Shows (Participating, NBC)	6,544	9	Big Town (Lever, CBS)	41.1
10	Your Show of Shows (Reynolds Tobacco, NBC)	6,451	10	Your Show of Shows (Reynolds Tobacco, NBC)	40.8

*Per cent of homes reached in area where program was televised.

Willson Advanced to President of National BBB

NEW YORK, Oct. 15—Kenneth R. Willson was elected president of the National Better Business Bureau yesterday, and Allen E. Backman was advanced to executive v.p., Mr. Willson's previous post.

Mr. Willson, who succeeded the late Edward L. Greene, has been executive v.p. of the bureau for the past two years. He joined the



Kenneth Willson Allen Backman

BBB staff in 1925, two years after he was graduated from Columbia, and served successively as merchandise manager (1928), operating manager (1932), and executive v.p.

Among his assignments within the bureau have been the chairmanship of the advertising standards and national-local advertising committees, and he is identified in advertising circles as a proponent of business self-regulation. He has assisted in the establishments of advertising and sell-

ing codes of practice for a number of industries.

Like Mr. Willson, Mr. Backman is a veteran of the bureau service. He joined the NBBB in 1929, the year he graduated from Princeton, has headed several departments and was editor of the looseleaf service, "Do's and Don'ts in Advertising Copy." He was v.p. of NBBB before his latest promotion.

American Chemical Society Publication to Bow in April

The American Chemical Society, New York, will publish a new bi-weekly publication April 1, with guaranteed circulation of 10,000, to be called *Agricultural & Food Chemistry*. Base rate for a one time, b/w page will be \$300. It probably will be a standard size magazine.

David B. Hoopes, formerly on the sales staff of *Chemical & Engineering News*, an ACS publication, will be advertising manager, and Dr. Walter J. Murphy, editor-in-chief of all ACS publications, will be editor. Over-all advertising management, as for other ACS papers, will be handled by Reinhold Publishing Corp.

Paste Paper ALWAYS with Best-Test

BEST-TEST never wrinkles—curls—shrink. Excess rolls off clean.

FOR THE GRAPHIC ARTS A MUST A size for every purpose. Sold by Stationery, Artist Supply and Photographic Dealers everywhere.

WHICH KUMBER & ASSOCIATES CO. TRENTON, N. J.

BEST-TEST MAKES PASTING A PLEASURE

★ REFRIGERATION — AIR CONDITIONING ★

There is only one newspaper serving the air conditioning and refrigeration field.

It's the industry's most important publication.

It prints more news than all the other publications in its field put together—and it carries far-and-away more advertising linage than any two of them combined.

It is read every week by manufacturers, distributors, dealers, contractors and service organizations from coast to coast.



AIR CONDITIONING AND REFRIGERATION News



THE NEWSPAPER OF THE INDUSTRY
450 W. Fort St., Detroit 26, Mich.

New York 17
521 Fifth Ave., MU 7-7158

Chicago 3
134 S. LaSalle St., FR 2-2093

To kick winning goals in Washington, D.C....



....do your strongest selling job in *The Star* —

Whether you're quarterbacking a new product or maintaining gains for an old one, call the signal for

Washington's most consistent ground-gainer, *The Star*. **Third quarter score** (nine months of '52) is 31 to 18*.

First in home-delivery, first in news coverage, first in official Washington's confidence, *The Star*

provides the extra points for winning sales. **To dominate** Metropolitan Washington's big-spending market, back up *your* line with a dominant schedule in the dominant *Star*.

1852 *A Century of Leadership* 1952

The Washington Star

Evening and Sunday Morning Editions

Represented nationally by: O'Mara and Ormsbee, Inc., 420 Lexington Ave., NYC 17; The John E. Lutz Co., Tribune Tower, Chicago 11.

*Total Advertising Lineage: *Star*, 31,032,143; second paper, 18,048,682—*Media Records, Inc.*

NARTB, 4 A's Evolve Spot TV Contract Form

(Continued from Page 1) of films scheduled for the pre-empted time and not usable for future scheduling. However, the station's liability is not to exceed the time charges for the period involved."

■ Ted Bergmann, sales director of the DuMont Television Network, was chairman of the NARTB group which worked on this project. The corresponding Four A's committee was headed by Frank Silvernail of Batten, Barton, Durstine & Osborn. Both associations are mailing the forms to their members. Nobody is required to use the

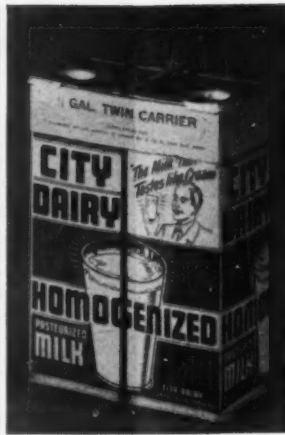
suggested contract form, but the committee believes it will help eliminate confusion and inefficiency for all concerned and hopes it will become generally accepted by the industry.

Two Added to Cosgrove Staff

Cosgrove Publishing Co., New York, has added Edwin J. Volckmann and John P. McDermott to the eastern advertising sales staff of National Distribution, periodical for industrial supply distributors to be launched in January, 1953. Messrs. Volckmann and McDermott will cover the metropolitan area of New York, eastern Pennsylvania and northern New Jersey.

National Transitads Names Six

National Transitads Inc., transportation advertising company, has added six new sales representatives in five cities, as follows: James O'Connor, New York; John J. Stevens, Boston; R. M. Glass, Philadelphia; Paul J. Davis, Washington; Don Kissam, Chicago, and M. E. Kriegel, Chicago.



TWIN CARRIER—G. P. Gundlach & Co., Cincinnati dairy supplier, has this twin milk carton carrier to offer dairies to spur retail milk sales.

MBS Follows Suit: Evening Rate Cuts Set for January 1

(Continued from Page 1) will be restored. In addition, there will be internal changes such as a substitution of clock hours for unit hours in network-station contracts.

Competitive with those of the other networks, these revisions also will be made via the discount route.

"We have consistently been the last of the networks to lower the national rate card," Mr. Fineshrider said. "Through our different formulas for TV and non-TV markets, we have established a principle of pricing which should make this Mutual's last general rate adjustment."

■ Mutual reasons that stations within reach of television should bear the brunt on the reduction since they are the ones whose circulation has been affected by TV—a consideration which has twice forced network broadcasters to lower the price line.

By recommending that the reductions be "concentrated largely in TV areas," the network is not asking affiliate owners to do anything which the network won't be doing as much or more of. MBS stockholder stations, including, of course, those of the principal owner, General Teleradio, operate in video territory.

Nearly half of Mutual's 560 stations are at least 50 miles away from TV. It is believed that none of these affiliates will be asked to cut nighttime rates more than 10%, which means, of course, that some stations in heavy television saturation areas will have to be dropped more than 25% to give the advertiser a 25% cut nationally.

■ As Mr. Fineshrider pointed out, the Mutual plan also sets up a pattern for adjustments in the future. As television spreads over the country, stations coming within reach of this arch competitor will have six months of grace before they will be asked to drop nighttime rates.

Mutual's plan will keep its charges substantially lower than those of Columbia and NBC—as they have been traditionally.

One good reason why MBS is moving leisurely on the subject of rates could be that the network's business is good. In September this year time sales of \$1,607,104 were reported, compared with \$1,324,061 for the same month last year—a healthy gain of 21%. For the first nine months of 1952 the gross is running better than 13% ahead of the corresponding period last year.

2 Execs Leave Munsingwear

John G. Archer, v.p. and general manager of the women's hosiery division, Munsingwear Inc., Minneapolis, has resigned. Walter J. Lehmann, hosiery sales manager, has also resigned. Both resignations will be effective Dec. 31.

Sid Kalish Leaves Hillman

Sid Kalish, for 12 years advertising director with Hillman Periodicals, New York, has resigned. Mr. Kalish has been appointed advertising director for Martin Goodman, publisher of Marvel Comic Group.



One-arm driving is fine...



..so is one-arm "park benching"



..but it takes two arms to get the best results

to sell Memphis you need BOTH

WMC and WMCT

NBC—5000W Memphis' Only
790 K.C. TV Station

owned and operated by the Commercial Appeal
National Representatives - The Branham Company

Most Big Industrial Budgets Based on "Task to Be Done"

NEW YORK, Oct. 16—Among industrial advertisers, the larger the company the greater its tendency to set its ad budget largely on the basis of "the task to be done." The smaller the company, the greater the tendency to fix budgets on a percentage of gross sales the preceding year.

This is shown by data in National Industrial Advertisers Assn.'s 1952 survey of industrial advertising budgets. NIAA's exhaustive analysis is based on the budgets of 515 companies that returned valid questionnaires to the association last spring.

As reported at the NIAA annual meeting (AA, July 7), preliminary data indicated that manufacturing companies spend 2.01% of gross sales on advertising and 50% of the budget goes into business papers. The completed survey shows business papers get 46.3% of the 515 companies' budgets.

■ Other material in the study shows that for slightly more than half the respondents production costs take up to 20% of the total expenditure for ads in consumer media and business papers; that more than a third have some proportion of their sales subject to renegotiation, and that the companies are about evenly split among those who say they can and cannot determine the effectiveness of their advertising.

For these and other budget aspects, NIAA reports figures for 11 product or service classifications, and by size of advertising budget and gross sales volume. Copies of the survey are available to non-members of NIAA for \$3.

Thor to Market Freezer, Promotes Two to Sales Posts

Thor Corp., Chicago, will introduce a line of home freezers in December. Distribution will be limited to the Midwest initially and no advertising plans have been announced. The company also plans to reintroduce its automatic ironer which has been out of production for approximately a year and a half.

The company has also announced the promotion of Thomas R. Chadwick, formerly central division sales manager, to general sales manager, and Frank J. Simpson, formerly southern division manager, to v.p. in charge of sales.

Henderson Koh-I-Noor Ad Head

Orville Henderson has been appointed advertising manager and purchasing agent of Koh-I-Noor Pencil Co., Bloomsbury, N. J. Mr. Henderson succeeds Allan A. Lewis, resigned.

You Pocket Extra Profits when you Sell thru

CANDY INDUSTRY
THE ONLY MONTHLY THAT IMPULSES SALES

Don Gussow Publications, Inc.
Information Headquarters of the Billion Dollar Industries They Serve
FROZEN FOOD AGE - CANDY INDUSTRY - BOTTLEING INDUSTRY
THE CANDY INDUSTRY CATALOG AND FORMULA BOOK
220 East 42nd St., N.Y.C. • Murray Hill 7-8771
CHICAGO: 36 North LaSalle Street • Franklin 2-8800
SAN FRANCISCO: Empire-Bldg., 115, 7th Market Street • Douglas 7-2804
LOS ANGELES: Simpson Bldg., 115, Robertson Building • Steiner 6-1178

CONSISTENTLY FAITHFUL FIRST PROOFS*

*Color plates that require excessive re-working to satisfy customer corrections not only cost more but are apt to be mechanically poor.

DOT Engravers, Inc.
Beautiful Color Work - Outstanding Black & White
600 W. Van Buren Street, Chicago 7
Telephone STate 2-5367

Jones Testimony

(Continued from Page 50)

Mr. Jones reportedly said it was a good plan; Mr. Scheideler was to sell it to the other men.

■ On Aug. 1, the meeting resumed. Mr. Scheideler says his group had agreed, but no more conditions would be granted. Mr. Boyle asked for one more—Mr. Jones wanted to go to Europe and needed an immediate \$100,000. "Is he going to Europe or going to buy Europe?" Mr. Scheideler demanded. He said he "resigned from negotiations."

At a later date, he testified, he attended a meeting with Mr. Burke, Mr. Boyle and Mr. Jones. The latter doubted the defendants' ability to pay over a period of years and doubted their ability to run the agency. His lawyers suggested an optional deal, minus the \$100,000 payment, for a year, after which permanent papers would be signed. Mr. Scheideler agreed but only if he had full charge. Mr. Jones said he wanted to stay as president; Scheideler said Jones would overrule him and, finally, Jones said he wouldn't consent to any deal where he didn't retain the presidency.

There were no more negotiations, Mr. Scheideler said.

■ In the course of his testimony, Mr. Scheideler said his compensation was based on 1% of the Manhattan billing. In 1951 he was paid at the rate of \$40,000 a year. He said he brought four accounts (Wesson, Mallory Hats, C. H. Musselman and Kerr Butterscotch) to Jones in 1944, worth \$400,000 in billing, and that he didn't draw a salary until 1946.

As of Sept. 30, 1952, Scheideler, Beck & Werner billings on accounts once handled by Duane Jones Co. were \$5,103,102, he said. Manhattan was \$3,165,675; International Salt, \$463,616; Heublein, \$409,764; Mueller, \$406,718; Borden, \$131,090; Continental Pipes, \$990; Hoskin Bros. (Manhattan subsidiary), \$33,961; Marlin, \$176,866; McIlhenny, \$211,664, and Wesson, \$103,231.

■ As to staffing Scheideler, Beck & Werner, the SB&W president testified he left it to Richard Stevens as office manager to hire new employees, and that they did not necessarily come from Duane Jones Co. He said he told Mr. Stevens to staff on the basis of a \$4,500,000 billing, and "we figure on 14 people to a million."

Mr. Scheideler testified today that he had never made any payments to Manhattan Soap Co. or to Frank Burke, v.p. He didn't recall ever being told by Duane Jones that he was a heavier drinker than Jones was. He says he resigned Aug. 24, 1951, to protect his rights in the pension fund.

He also said at stockholders' meetings he never saw or heard anything of the payments to Mr. Jones' family or to Mr. Gumpert.

WERNER, HULSHIZER AND HUBBARD TESTIFY

New York, Oct. 17—Paul Werner, testifying in a low voice (his attorney said he was ill), said no one suggested the form of his resignation, and he didn't recall talking to any defendants about his resignation. He said he solicited International Salt on Aug. 24, 1951, and he denied spending Jones' money in entertaining the account. He denied taking part in a conspiracy.

Eugene Hulshizer testified he left Duane Jones Sept. 30, 1951. He said he was invited to Scheideler, Beck & Werner as secretary by Mr. Scheideler on Aug. 15. He turned over the Jones corporate records on Sept. 26. However, he executed a paper at SB&W on Sept. 21, and on Aug. 30 he attested to a lease



30-DAY TEST—Baltimore's National Brewing Co. is urging tired housewives to drink "Boh" for 30 days and "feel your tired taste come alive again." Ads, running in Washington newspapers, are from Owen & Chappell, New York.

for SB&W.

Some time between Aug. 28 and Sept. 7, he said, he asked Mueller Macaroni to move to SB&W. He said he entertained the Mueller people "four or five days" before Sept. 17.

Mr. Hulshizer said he told Mr. Jones of his intention to resign at a meeting Aug. 7, and verbally resigned as v.p., secretary, treasurer and employee at that meeting. Mr. Jones asked him to stay on, so as to have a quorum at meetings.

On Aug. 28, Mr. Jones reportedly told him he was resigning the Mueller account and would resign all accounts by Sept. 30, and asked Mr. Hulshizer to tell Mueller. He recalls that Mr. Jones told him to consider himself discharged.

■ He called Mr. Scheideler and asked if the job would be open. He also testified he has had the Mueller account since Jan. 1, 1937, and has taken it to a number of agencies. He said Mr. Jones didn't secure the account, that it wasn't at Blackett-Sample-Hummert, that Mueller never used the premiums mentioned earlier. He also testified he had never met Frank Burke Jr. before the trial, although he met Oscar Burke a number of years ago at a Christmas party. He said he never attended any of the negotiation meetings.

Lawrence Hubbard testified he resigned Aug. 7 as a v.p., not as research director, without discussion with other employees, and started looking for a job. He said he was fired Aug. 17.

He gave a list of places he'd looked for a job. He said that he began thinking about looking for a new job in October, 1950, after Mr. Jones' personal solicitation of Babbitt mentioned earlier in the trial. He said Mr. Jones was drunk most of the time.

New Grocery Ad Book Out

The 1953 edition of the Grocery Manufacturers of America "Book of Grocery Advertising and Selling" will be distributed about Nov. 15. It will be distributed nationally without charge to "advertising" grocers, newspapers with advertising service and to schools with courses in merchandising and advertising. It contains more than 5,000 advertising and selling aids for newspapers, handbill, store and window displays and other point of sale use. GMA is located at 205 E. 42nd St., New York 17.

York, Pa., Adclub Elects

Marvin Shore, advertising manager of the A. G. Food Stores, has been elected president of the recently formed Advertising Club of York, Pa. Other officers elected are Tom Mekeel of Thomas C. Mekeel Advertising, v.p.; Tom Meiser of Trimmer Printing Inc., treasurer, and Mary Caldwell of the York Sunday News, secretary.

Last Minute News Flashes

Oneita Mills Plans New Line, May Name JWT

UTICA, N. Y., Oct. 17—Oneita Knitting Mills is expected to introduce a new line of knitwear some time after the first of the year. The company, which has not had an advertising agency, will probably name J. Walter Thompson Co. Earlier this week, sales manager Thomas B. Hubbard was elected a director of the company and v.p. in charge of sales.

Lippold to Head 'Iron Age' Sales

NEW YORK, Oct. 17—Charles R. Lippold, Cleveland regional manager of Iron Age since 1950, has been promoted to director of advertising sales, effective Jan. 1. He will be succeeded in Cleveland by Robert W. Watts, manager there of Look.

'Newsweek' Boosts Davis to Circulation Head

NEW YORK, Oct. 17—F. Edgar Davis, who has been assistant to the publisher in charge of circulation activities for the last two years, has been promoted to circulation manager of Newsweek, effective Oct. 20. He joined the magazine in 1946 as an advertising salesman, and was successively manager of the international editions and assistant to the publisher.

B&B Names Baker Board Chairman, Lusk President

NEW YORK, Oct. 17—William R. Baker Jr. has been elected board chairman and Robert E. Lusk president of Benton & Bowles. Atherton W. Hober, who has been board chairman, continues as head of the agency's executive committee. Mr. Baker joined B&B in 1933 and has been president since 1950. Mr. Lusk also joined the company in '33 and became executive v.p. in '50.

Kimberly-Clark Promotes Kimberly, Others

NEENAH, WIS., Oct. 17—John B. Kimberly, v.p. in charge of sales of Kimberly-Clark Corp., paper manufacturer, has been elected executive v.p. He is succeeded by A. G. Sharp, formerly general sales manager. John B. Catlin, general marketing manager, becomes assistant v.p. The changes follow the retirement of Ernst Mahler as executive v.p.

'Family Life' Names St. Phillip; Other Late News

■ L. Arthur St. Phillip, merchandising director of Macfadden Publications for the past 12 years, has been promoted to advertising manager of Macfadden's new variety store magazine, Family Life. Base b/w page rate for the new publication will be \$2,800 based on \$2.80 per thousand circulation, but base rate for the first four issues will be \$2,100 or \$2.10 per thousand.

■ Schenley Laboratories Inc., Cincinnati, has promoted Samuel Miller to executive v.p. Mr. Miller joined the Schenley pharmaceutical subsidiary in 1946 as advertising and promotion manager.

■ The Look issue on sale Oct. 21 will announce its editorial support for Dwight D. Eisenhower. It will be the first time since 1940, when the magazine advocated the election of Wendell Willkie, that Look has officially backed a presidential candidate.

■ Alvin B. Wells Jr., Michael Kraft and Joan Roggen have joined the staff of Mann-Ellis Inc., New York. Mr. Wells, account executive and head of the newly organized book department, was formerly with Babcock & Wells, since dissolved. Previously assistant advertising manager for the Doughnut Corp. of America, Mr. Kraft has been named account executive and director of merchandising on all food accounts. Miss Roggen, formerly with Hirshon-Garfield, has been appointed publicity director of the agency.

■ Jerome Dobin has withdrawn as v.p. of Mann-Ellis Inc. and opened his own agency, Dobin Advertising, with offices at 2 W. 45th St., New York.

Hearing in Duane Jones Lawsuit Centers on Offers to Buy Agency

(Continued from Page 1)
may solicit the accounts they work on. Also, some of the testimony has been rather juicy.

For example, Mr. Jones this week said:

1. He paid "finder's fees" to L. J. Gumpert, then sales manager of B. T. Babbitt Inc., when his agency was handling Bab-O, and to the wife of James Leigh of Grove Laboratories, a client.

2. He paid his brother \$5,000 a year to entertain his clients and run a chicken farm in Connecticut, and paid his two sisters \$400 a month for "premium ideas."

■ Joseph Scheideler, president of Scheideler, Beck & Werner, one of the defendants, and other witnesses testified that Mr. Jones was drunk on various occasions when with clients, and they went into details.

Once the court threatened to rule a mistrial if Mr. Jones persisted "in trying to take charge of this courtroom." This came after the agency head, answering a question by a defense attorney, remarked about "a knife in my back." (On another occasion, Justice Cohan rebuked a lawyer and a juror for slouching in their chairs. "There'll be no loling in

this court," he said. "Sit up straight.")

Mr. Scheideler testified that, as far back as August, 1950, Mr. Jones was offered an opportunity to continue as a 25% stockholder, draw \$50,000 a year in salary, and do as much or as little work as he liked. Most of his testimony, however, concerned the period from July to September, 1951, when he and his associates sought to buy the agency from Mr. Jones.

■ Mr. Scheideler testified that Mr. Jones on July 31, 1951, tentatively approved his group's offer of \$700,000 cash, half of 1% of billing on accounts staying with the agency five years and a quarter of 1% for an additional five years, plus a \$125,000 down-payment guarantee.

He said Mr. Jones' lawyers later asked \$100,000 at once because he wanted to go to Europe, at which time Mr. Scheideler resigned from negotiations.

Mr. Scheideler said he left the matter of staffing Scheideler, Beck & Werner to other people, that he did not specify that the employees come from Duane Jones Co. and that the hiring was on the basis of "14 people to a million" in billing.

1949 Anti-Socialism Ad Is Run Again by Standard Steel

CHICAGO, Oct. 15—What might be the start of another economic discussion advertising campaign by Standard Steel Spring Co. was touched off this week with full-page reprints of a previously successful ad.

However, it was emphasized by Hays MacFarland, chairman of MacFarland, Aveyard & Co., Standard's agency, that the ad, No. 11 of a series of 12 appearing in 1949, is the only one scheduled for the time being.

The ad, titled "Socialism? Brother... You don't know the half of it!" appears in some 144 daily newspapers, six Negro newspapers and two trade publications this



week and early next week. Depending on the size of the paper, the ads are either full pages or spreads and are at the papers' standard rates.

■ Mr. MacFarland said "there is a real possibility" the ad may pre-empt another campaign but he emphasized it is only a possibility at this time. He said the ad running this week was widely quoted from in 1949, editorialized upon and reprinted. People in 40 foreign countries, he said, requested reprints.

Standard spent \$700,000 on its 1949 series. Company officials described the series, at that time, as an attempt to explain—not defend—America's economic system. The ads were written by A. E. Aveyard, president of the agency.

Guest Decanter Promoted

Brown-Forman Distillers Corp., Louisville, is promoting a new guest decanter for its Old Forester whisky in magazines and newspapers. The magazine campaign, using full-color, four-page insertions, is running from Oct. 15 to Nov. 15. The newspaper drive, also in full-color, four-page ads, will follow Nov. 15 through December. Window displays, point of sale and 24-sheet posters in key markets will back the drive. Rutherford & Ryan, Chicago, is the agency.

Kraft Promotes Doane

Phyllis Doane, for the past two and a half years associate editor of "The Kraftman," house publication of Kraft Foods Co., Chicago, has been promoted to assistant to Paul E. Chandler, public relations manager.

Johnson Heads Production

Walter Johnson, formerly with the San Francisco office of Knox Reeves Advertising, has been named by the San Francisco office of Holst & Cummings & Myers as production manager, with general supervision over media and traffic.

Southward Forms Agency

Charles F. (Chile) Southward has formed a new agency, Southward & Associates, Chicago. Mr. Southward formerly was executive secretary of the Chicago Federated Advertising Club.

Doeskin Wages Fair Trade Battle Against Giant Competitor Kleenex

(Continued from Page 1)
retailers. "Are you going to take this profit annihilation lying down? The profits of the facial tissue business are in danger of being virtually wiped out" (no pun intended). In effect, the Kleenex Carnival halved the retailer's profit to about 15%.

"Are you going to fight a price war... or a profit war?" a full-page business paper ad asked. Leaving no doubt as to the enemy, the ad continues: "Time was when America's largest facial tissue manufacturer needed you. And how! You made his product a household word. And he guarded your fair trade markup like a mother hen while you did it. Now he thinks he doesn't need you any more. So he's trying to drive fair profits out of the facial tissue business."

"Well, he isn't going to get away with it! Because Doeskin is going to fight him to the last ditch..."

Emanuel Katz, Doeskin president, called a press conference to make his position clearer (AA, July 14): "No manufacturer is justified in asking either the wholesaler or retailer to absorb the

manufacturer's higher costs to bear the brunt of the cost of a price war between competitive manufacturers. This is economic Hitlerism, right up to the hilt," he declared.

What he did not make clear, but what many now recognize, was that Doeskin was also cleverly seizing a made-to-order opportunity to bite into the Kleenex sales picture.

■ Here was a company that had been enforcing its fair trade prices to such an extent that—on occasion—it had bought back stock from price-cutters and crossed them off the books. And here was a chance to maintain fair trade with the active support of retailers who were now being nicked in the pocket by the biggest fair trade tissue manufacturer.

Mr. Katz also made the dire prediction that once the Kleenex promotion ended, it would be virtually impossible to put the tissues back on fair trade. Even then, he noted, some retailers were selling Kleenex at 15¢ a box.

What happened? Mr. Katz was right with his prediction.

Effective Sept. 25, International Cellucotton announced that Kleenex and Delsey bathroom tissues were going off fair trade. Not one to be brow-beaten in the trade press, Kleenex took its own page ad, saying:

■ "One of the reasons for the recent Kleenex Carnival Sale was to determine the effect of price on sales volume. Now the proof is in—and it is conclusive: More retailers sold more Kleenex in the last

Would you rather support
NON-FAIR TRADE
tissues or your wife and kiddies?

NEWS FLASH!

Doeskin Products, Inc. is now offering a new non-fair trade price policy. This new policy will allow Doeskin to sell its tissues at a price that is fair to the consumer and fair to the retailer. This new policy will also allow Doeskin to sell its tissues at a price that is fair to the manufacturer and fair to the wholesaler. This new policy will also allow Doeskin to sell its tissues at a price that is fair to the distributor and fair to the retailer.

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FAIR TRADE TUSSELE—Doeskin Products ran the ad at left in Drug Topics and Progressive Grocer during September. International Cellucotton's more subdued ad, announcing its new non-fair trade price policy, ran in Chain Store Age.

four months and made more dollars of profit than in any other comparable period in all Kleenex history."

The ad explained why the company was not taking Kotex off the fair trade roster along with Kleenex and Delsey. "As you know, the nature of this business is such that cut prices could not help increase total consumer volume. Pennies of difference in price would not increase sales enough to result in increased profit dollars."

Skeptics scoff at the explanation. "Since when is the nature of the bathroom tissue business such that a price reduction will increase total consumer volume?" they ask.

■ Much to the joy of business paper advertising managers, Doeskin came right back with another page. "Would you rather support non-fair trade tissues or your wife and kiddies?" the headline asked.

"It's official!" read a "news flash." "Through the state fair trade committees, official announcement has been made that our competitor's facial tissues and toilet tissues are no longer on fair trade! Ouch! Doeskin warned that this might happen. We earnestly believe that the Doeskin profit program is your only sensible defense against these tactics."

Continuing with its lavish use of the exclamation point, the ad says: "Back Doeskin! Stock Doeskin! Display Doeskin! Show the world you're not going to be pushed around... push the line that pushes the dollars to you. The best answer you can give to any manufacturer who plans to attack your profits is to put all your sell, tell and fight behind the lines that pay off for you! America's leading retailers are already making it clear—They're not supporting non-fair trade tissues!"

■ Or are they? So far, it would seem that the tissue tussle has resulted in expanding the market for both companies. Kleenex advertises its record-breaking four months. Doeskin reports a "very sensational reaction," a sales increase for the second straight month—August sales 23% over July and July 30% ahead of June (AA, Sept. 29)—and points out that its plants are now running on a 24-hour day, seven-day week.

One industry observer puts it this way: "Doeskin's public relations firm [Edward Gottlieb & Associates] is doing a good job, but it is Doeskin winning in the cash register?"

There's an interesting story in the history of this company, which is now making such a ruckus in the tissue business—a company with so much conviction in its battle, that it has increased its advertising budget for the last half of this year by more than 50% (AA, July 14).

When the company was founded

A new price policy for
Kleenex, Delsey and Kotex

International Cellucotton, Inc. is now offering a new non-fair trade price policy. This new policy will allow Cellucotton to sell its tissues at a price that is fair to the consumer and fair to the retailer. This new policy will also allow Cellucotton to sell its tissues at a price that is fair to the manufacturer and fair to the wholesaler. This new policy will also allow Cellucotton to sell its tissues at a price that is fair to the distributor and fair to the retailer.

FAIR TRADE TUSSELE—Doeskin Products ran the ad at left in Drug Topics and Progressive Grocer during September. International Cellucotton's more subdued ad, announcing its new non-fair trade price policy, ran in Chain Store Age.

in 1928 by Harry R. Preston and Nat E. Heit, it was known as San-Nap-Pak Mfg. Co. and operated from a small store front on University Pl. in Greenwich Village. Sanapak sanitary napkins were the only sales item and the company prospered with moderate sales, until 1932 when Emanuel Katz resigned as v.p. of American Drug-gists Syndicate to become sales manager for San-Nap-Pak. In 1949, he became president.

Shortly after the arrival of Mr. Katz, the company expanded and began manufacturing private brand napkins and facial tissues. In 1934 it introduced Sanettes facial tissue; in 1936, Countess Lydia Grey tissue was brought out and, in 1938, two branded toilet tissues, SNP and Velure, were put on the market.

But during this period, while sales went from \$500,000 to \$5,000,000, most of the income was from private brands, and that was a very untenable market, Mr. Katz remembers.

■ "We always had the wrong box for our customers. If they wanted 400s, we only had 200s. If they wanted 200s, it was the other way around. Besides, we weren't building a permanent business under a private brand setup," he said.

The company began concentrating on its branded products but World War II intervened and San-Nap-Pak coasted along until 1947 when, as Mr. Katz describes it, "the modern day began." By this time, sales volume had climbed to between \$7,000,000 and \$8,000,000.

The company name was changed to Doeskin and a pulp mill was bought, so that Doeskin now controlled its manufacturing from the forest to the face.

By the end of World War II, Doeskin completely dropped all private brand manufacturing and went after the tissue market in earnest. The first thing, Doeskin decided, was to get a better name than Countess Lydia Grey for its product.

■ "Countess Lydia Grey wasn't an adequate name," Mr. Katz explains, "It didn't describe the tissue quality the way Doeskin does."

Today the name is Doeskin tissue, but the name "Lydia Grey" still appears on the container, a pitch to the consumer with a memory. On the newest Doeskin package, "Lydia Grey" is smaller than ever, and eventually it will disappear entirely.

Through the Biow Co., appointed advertising agency in 1942, Doeskin went into the "better" markets (Boston, Buffalo, Chicago, Cleveland, New York, Philadelphia, etc.) with a radio spot and newspaper campaign. Annual ad budget around this time was approximately \$150,000.

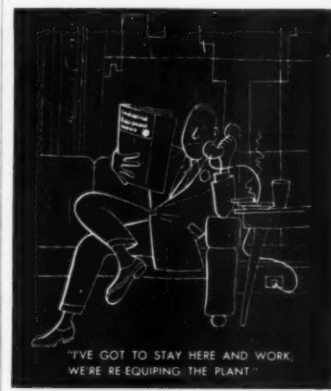
Production of Doeskin bathroom tissue, dormant during the war

when all pulp went into facial tissues, was revived in 1948. The same year, Doeskin dinner napkins were introduced. At a cost of 50¢ for 60 napkins, many thought the price would be prohibitive. But these napkins, made from multi-ply facial tissue paper, were just about the nearest paper approach to a linen napkin, and they caught on with housewives.

■ "This is a new segment of the paper napkin business," Mr. Katz says, pointing out that Doeskin pioneered in the field. He estimates Doeskin dinner napkins do 65% of the volume for that type of napkin and says proudly, "We're selling the Tiffany in this industry."

Aside from "the Tiffany," the complete Doeskin line includes luncheon napkins, Sanapak sanitary napkins, bathroom tissue and, of course, facial tissue. On Oct. 1, Doeskin introduced its latest item, a 5¢ pack of facial tissue.

The company is unusual in that



Product information for product buyers

Shopping in Industrial Equipment News in an important monthly need and opportunity among 61,498 plant officials. You can't turn out the right end product unless you have the right equipment, parts and materials. So the search for improved products never ends. And IEN is indispensable to selectors, specifiers, buyers and users.

Every month IEN describes more than 1,100 new and improved products, knowledge of which has cash value to the firm and to the man who finds better products.

Who buys? Who sells?

Of IEN's 65,858 monthly distribution, 61,498 copies go to active officials with buying responsibilities in 38,000 highly productive plants; to government agencies and consulting firms; 56.91% rated \$1,000,000 and over; 85.81% above \$100,000.

35.73% of these officials are production and plant operating men; 31.41% are engineers; 18.35% are administrative; 9.15% purchasing officials. More than 90% have sent written requests for IEN. 95.7% indicate they use IEN for finding and buying.

Our first advertiser hasn't missed an issue in 19 years. And to a great many others a 12-time schedule in IEN is a yearly fixture... first on the list. Where else can you buy a year's 12-time, all-state, all-industry campaign of such breadth and penetration for \$150 a month. \$1,800 a year?

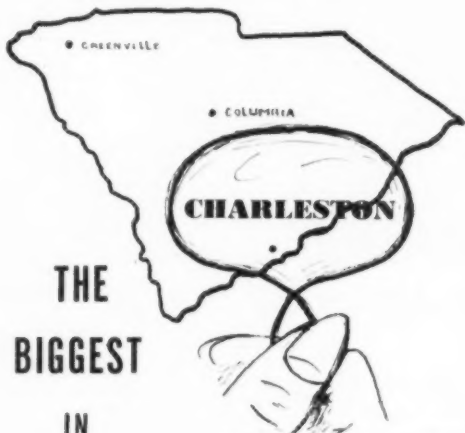
TO HELP YOU SELL, ASK FOR:

1. The IEN Plan
2. How to write a product news release
3. How to prepare the most productive ads
4. How to cash in on inquiries
5. NIAA Report
6. CCA Audit

Industrial Equipment News

Thomas Publishing Company
461 Eighth Avenue, New York 1, N. Y.

Sell Direct To Consumer Thru
MAIL ORDER ADVERTISING
We Show You How
Publishers' rates all publications
MARTIN ADVERTISING AGENCY
Direct selling mail order ad specialists—29th year
15 E. 48th St., Dept. 11, New York LE 2-4751



THE
BIGGEST
IN
SOUTH
CAROLINA

Latest ABC figures show that CHARLESTON has the LARGEST CITY ZONE POPULATION of any city in South Carolina:

- CHARLESTON—194,608 City Zone (ABC)
- Columbia—127,171 City Zone (ABC)
- Greenville—107,529 City Zone (ABC)

Charleston is also the S.C. market with the most surplus cash—\$87,317,000 in surplus buying income left after sales in S.C.'s fastest growing county with the highest per capita income.

COMPLETE COVERAGE OF THE CHARLESTON AREA

CHARLESTON COUNTY
GAINS 36.1%
IN POPULATION!
(1940-1950)

THE CHARLESTON EVENING POST
Consensus Reject Allied Plan For Trading Prisoners CW War

Use Mine and Courier
U.S. Jets Beg In Sea Sweep Off Port Claims 10 Red Planes and Eight Lives; One Survives

CONTACT THE JOHN BUDD CO

it is one of the two manufacturers maintaining a completely integrated operation. It has a pulp mill at Mount Tom, Mass., and paper mills in Wheelwright, Mass., and Rockland, Dela. It employs more than 700 people, plus about 65 salesmen in six sales regions.

Doeskin expects to top a \$10,000,000 sales volume by the year's end, and says that for the last six months of 1952, sales are close to a rate of \$12,000,000 annually.

Between 40% and 50% of its annual sales come from facial tissues. Dinner napkins account for approximately 20% of total sales, and bathroom tissue about 30%. The company began selling colored paper products in 1949 and breaks down white vs. color sales as follows:

Napkins—60% white, 40% color.
Facial Tissue—70% white, 30% color.
Bathroom Tissue—50% white, 50% color.

An aggressive, hard-punching outfit, as evidenced by the present war with International Cellulotone, Doeskin has come out of earlier battles, in the courts, with its head not quite so high.

Two and a half years ago, Consumers Union of the U. S. filed a civil suit charging Doeskin with "false, fraudulent and misleading statements based on a rating by CU of Sanapak napkins" (AA, March 6, '50). Harry B. Cohen Advertising was the agency involved.

Five months later, the Federal Trade Commission issued a complaint against the company, charging misrepresentation in its Sanapak advertising (AA, Aug. 21, '50).

Early this year Doeskin agreed to a cease and desist order with the FTC. Some time during the past few weeks the Consumers Union suit was settled out of court, "for a nominal sum."

Since 1946, Doeskin has spent about \$2,500,000 in all forms of advertising. Starting with Biow Co. in 1942 the account went to Federal Advertising in 1948. When Federal closed last June, Executive V.P. Jules Singer took it with him to Grey Advertising, where he is now account supervisor. Alfred Plant, Doeskin account executive at Federal, now holds the same spot at Grey.

Practically all the Doeskin advertising eggs are now in the Kate Smith television basket.

The show, carried every Tuesday (4:15-4:30 p.m., EST) over a 53 station NBC-TV network, represents the largest single piece of advertising Doeskin has ever bought. The company reckons that this purchase, made this summer (AA, Aug. 25), will more than double its last advertising budget. Billing is now at the rate of \$750,000 annually.

This figure also includes a modest consumer magazine campaign, the business paper barrage and cooperative advertising.

Selling Doeskin to the Kleenex-conscious public presents its problems, according to Raymond Marcus, merchandising manager. Housewives will often ask the retailer for "Kleenex" when they actually mean "Doeskin kleenex," he says, which is one good reason why Kate Smith was bought. As an authority to housewives, her main task is to register the name Doeskin and make it synonymous with quality.

"We know that facial tissues are a great impulse item," Mr. Marcus added. "The only way to sell it is to get it up there and stack it high."

For proof, Mr. Marcus points to a survey which shows that 65.4% of all facial tissue purchases in supermarkets are made on impulse. Only candy and dessert mixes show a higher percentage. During its four-day convention



ANIMATED DISCUSSION—Shown discussing Frigidaire's food freezing program during the annual Newspaper Food Editors Conference in New York are J. Donald Scott of Sclafaro, Meeker & Scott; R. C. Wright, assistant appliance advertising manager of Frigidaire division of General Motors Corp., and Charles Buddle, J. P. McKinney & Sons.

last month, Affiliated Drug Stores "enthusiastically approved" the Doeskin fair trade crusade. Understandably, the druggists, long-time fair trade champions, are inclined to back Doeskin. But surveys show that nearly two-thirds of all cleansing tissue sales come from combination grocery stores, and fair trade boosters in these outlets are hard to come by.

Add to this the official inclination of the supermarkets to sell more units at less profit than vice versa—which is what Kleenex now preaches—and Doeskin has a tough front to buck.

Kleenex's share of the tissue market is estimated at anywhere between 60% and 70%. Various estimates for Scotties' (Scott Paper Co.) put it in second place with something like 10%. From there on in, it's nip and tuck between Doeskin, Pond's (Pond's Extract Co.), Yes (Personal Products Corp.), and some others.

Doeskin, admittedly, is not foolhardy enough to aspire to replace the Goliath. But in a business the size of the tissue business, any increase amounts to a sizable sum. No one doubts that Doeskin is making itself felt in the market. The question is, to what extent and for how long?

The consumer, generally speaking, is not interested in whether she's buying a fair trade product or not. Even for her, however, Doeskin had a good story before Kleenex went off fair trade. At 35¢ for 400 sheets, she paid 8½¢ for 100 tissues. At a fair traded 28¢ for a box of 300 Kleenex tissues, she paid 9½¢ for 100 Kleenex tissues.

Now that Kleenex is officially off fair trade, and the price down as low as 19¢, it's anybody's guess as to who will emerge the victor in the battle of the tissues.

Carnation Ties Drive for Evaporated Milk with Pumpkin Pies

LOS ANGELES, Oct. 14—This fall Carnation Co. will run an integrated advertising and merchandising program to promote sales of its evaporated milk for use in making pumpkin pies.

Designed to take advantage of this year's good supply of pumpkins, Carnation ads in consumer magazines will boost the tie-up, and will feature it in commercials on "The Burns and Allen show," CBS-TV, and "Stars Over Hollywood," CBS-AM, which it sponsors.

Special materials for the promotion include pumpkin pie recipes in a four-color dispenser, four-color window posters, display cards, and stack pricing posters for pumpkin, pie crust mix and Carnation evaporated milk. Also available are mats for handbills and newspaper ads.

Arrangements have been made for multiple store operators or groups to order window posters

imprinted with the brand of pumpkin or pie crust mix they wish to feature.

Farm & Ranch Names Two

G. C. (Bill) Jones Jr., formerly with Holland's Magazine, has been appointed manager of the Atlanta office of Farm & Ranch-Southern Agriculturist, Nashville. Richard P. Jeffrey, formerly with Byrde, Richard & Pound, New York, has been appointed manager of the publishing company's Dallas office.

Boosts Tyler to Ad Manager

David B. Tyler, with the publicity department of Norton Co.

since 1948, and responsible for all foreign advertising for Norton Behr-Manning Overseas Inc., Worcester, Mass., since last June, has been promoted to advertising manager.

Tidrick Named Director of Industrial Ad Research

Lawrence J. Tidrick has been appointed managing director of the Industrial Advertising Research Institute, with offices in Cleveland (AA, Sept. 22). The appointment was effective Oct. 1.



Lawrence J. Tidrick

Mr. Tidrick formerly was connected with International Latex Corp., New York; the Metal Lath Manufacturers Assn., Cleveland, and American Seating Co., Grand Rapids.

SOMEBODY'S SECRETARY



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Ted M. Abrams,
Creative Director,
Grant Advertising (Of Canada) Ltd.
103 Church Street,
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To add anything to that testimonial would be painting the lily. Are you, like Mr.

Abrams, studying AA at your leisure? What Mr. Abrams calls its "great Feature Section" simply cannot be skimmed over lightly, with any real benefit to yourself, during the mad rush of your office hours. A whole year of Advertising Age will cost you only \$3. Mail the coupon below. DO IT NOW—and get Jim Woolf's valuable booklet free.



Please enter my subscription to Advertising Age and mail it to my home address. Enter for

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JUST MARRIED... to a girl who will spend \$40,000 of his money in the next 10 years!



Through these habit-forming years, this young wife will read and buy from **TODAY'S WOMAN** — the only magazine edited just for her

WE'RE GIVING the bride away! We're telling advertisers all we know about her. Here are facts and figures that prove how important our magazine, *Today's Woman*, is to *her* and how important she is to you.

\$4,665 yearly income

The reader of *Today's Woman* is young, newly married, and turns to us for her homemaking advice. Perhaps her senior generation would call her extravagant. Her husband makes \$4,665* a year — and she spends practically all of it on what she considers necessities. It goes like this.

On the average, the reader of *Today's Woman* spends over \$1,570 a year on food,

*Median family income of *Today's Woman* reader.

over \$1,210 a year on home furnishings, appliances, clothing, beauty preparations and other "necessities." In the ten years she is with us (we start turning them over to the matronly magazines after the first ten years) she will spend about \$40,000. Home-making money!

What she owns

By the time her ten years with *Today's Woman* are up, our average reader will have two children, her own home (almost completely furnished), a kitchen-full of labor-saving appliances, a television set—all products that she sees advertised in *her* magazine, *Today's Woman*. It isn't until she leaves us that she starts thinking about mink coats,

priceless antiques or a full-time maid. But probably the most important thing of all for advertisers to remember is this... *the first ten years of married life are the habit-forming years.*

Buying-habit years! Brand-preference years!

This is the decade when buying habits and brand preferences are being formed that will last a lifetime. Why not let *Today's Woman* go to work for you as it has for other national advertisers? If you would like further information about *Today's Woman* and its readers, call or write Joe De Lone, Adv. Manager, Fawcett Publications, 67 West 44th Street, New York City or MU 2-3606.

